

Electrical Merchandising

The Business Magazine of the Electrical Trade



"Canvas shoes, clean jumpers and a courteous smile"

—a Brooklyn contractor's requirements of the "Dirtless Wiremen" he sends out on his jobs in private homes

**Wiring Plans and Methods—
Business-Getting Ideas for Electrical Contractors**



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See pages 62-63 for big Announcement

"You Wire for Us—We'll Wire for You"

—says White of Polo, Illinois



Whenever people within flying distance of Polo, Ill., think of wiring, they think of the H. White Electric Company, as well. Why? Simply because this concern adopts modern advertising methods to push its wiring sales, even going so far as to use an airplane to spread its message, "You wire for us—we'll wire for you!"

Through his local newspapers, or moving picture theatres or by circulars, any contractor

can tell of his service, his methods and the importance of adequate wiring in its relation to comfort in the home. To make his newspaper copy newsy and informative, he can exploit some of his former jobs, such as the wiring of the new movie theatre, equipping the local broadcasting plant, or the electric installation in the high school.

Wiring is a service akin to merchandise in this respect—it should be advertised!

Electrical Merchandising

Vol. 29

The Business Magazine of the Electrical Trade

No. 4

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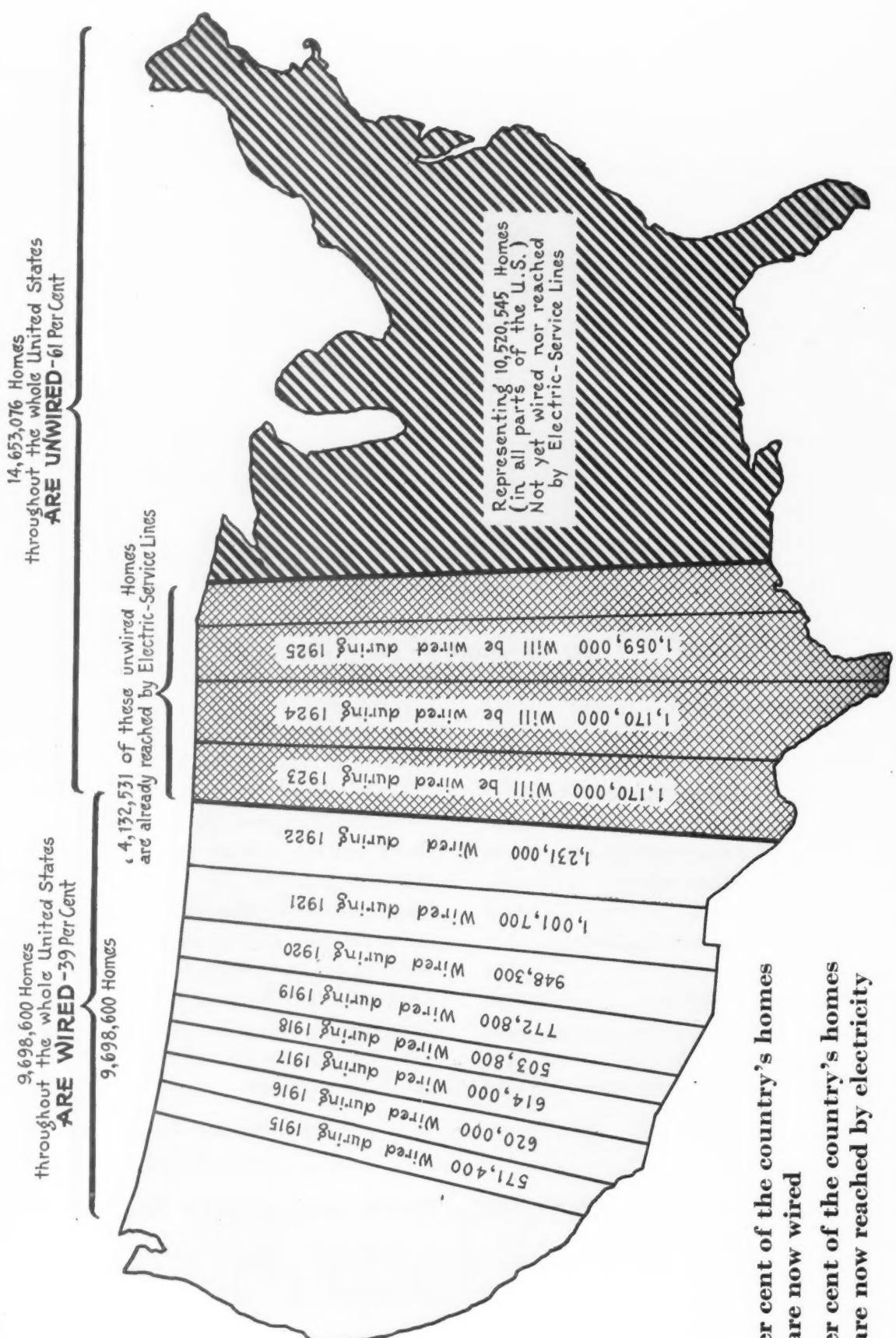
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Our Progress, Year by Year, in Wiring the Country's 24,351,676 Homes



39 per cent of the country's homes
are now wired

57 per cent of the country's homes
are now reached by electricity

HOW, year by year, for the country as a whole, from one million to one million and a quarter homes are being wired for electric service each twelve months, is graphically shown by this chart. Each vertical strip represents a year's accomplish-

ments in number of houses wired,—as compared with the total number of houses, represented by the whole area of the map. At the extreme left the light area represents the number of houses wired prior to 1915. The vertical strips show the houses

wired each year, past and future. And the dark area at the right shows the proportion of houses yet unreached by central-station service wires. Particular attention is directed to the fact that this chart merely compares by proportionate areas, the total numbers of houses wired and unwired, and does not indicate geographically the better-wired territories. During 1923 it is estimated that 700,000 old houses and 470,000 new houses will be wired for electricity.

Electrical Merchandising

The Business Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 29

April, 1923

Number 4

For One-Per-Cent Additional

HOW many laymen or even electrical men, ever stop to think how small is the percentage of the cost of the average home or building, that is required to equip that structure with *complete electrical wiring and outlets*—beyond its ordinary lighting?

Yet one per cent of any building's value, invested in additional wiring and outlets, will make all the difference between the "ordinary wiring job" and an electrical installation that spells permanent comfort and satisfaction.

One-per-cent additional!

The home-builder or home-buyer who objects loudly at a one-per-cent outlay for additional electrical work will, with scarcely a thought, pay out many other one-per-cents—for which he gets far less return.

* * *

WHEN, for example, Mr. Home-builder is seated in conference with his money-lenders, arranging his mortgage accommodations, he readily accepts the rate of interest offered him—whether it is five per cent, six per cent, or seven per cent.

The additional one-per-cent that the mortgagee asks, is handed over cheerfully and unquestioningly. Yet that is the one-per-cent which (for only one year), invested in electric wiring, would provide adequate outlets and convenient switches in every room.

* * *

THE one-per-cent that goes to the money-lender year after year, is an annual premium with which the owner is saddled as long as the mortgage runs.

In contrast, the one-per-cent spent *once* for additional wiring is an investment that will pay back to the owner continuing dividends in convenience, economy and comfort—as long as the house stands.

Wiring Ideas That Every Contractor Can

TO SELL wiring is quite as much the job of a merchandising man as selling electrical appliances. *Selling* wiring, that is. "Wiring" is an entirely different business from "selling wiring." In one, the profits are measured in hundreds; in the other, in thousands.

For the successful electrical contractor is,

before all else, a merchant. He is a merchant in ideas. His merchandise does not stand in shining rows on shelves behind a counter. It consists of the ideas of electrical wiring convenience which he has stored in his head, and which he sells—must sell—to the woman or man who calls upon him for a wiring job.

Waist-high Outlets

IT DOES not occur to most women that their electric outlets can be installed waist-high. And in many cases they would prefer that they be placed this way, whenever they will not mar the appearance of the room. Convenient places for waist-high receptacles, for example, are:

- (1) in the hall or living room, for connecting the vacuum cleaner, so that she will not have to stoop;
- (2) beside the serving table in the dining room;
- (3) on the porch;
- (4) in the breakfast nook;
- (5) beside the table in the kitchen, or over the working space;
- (6) beside the bed;
- (7) in the bathroom; and
- (8) beside the tea table in the living room.

Convenience Switches

BASEMENT and garage lights should be controlled by two-way switches, permitting them to be turned on and off at two or more different points. This will save many steps and probably some bad falls.

Ironing Outlet with Pilot Light

IN THE laundry, suggest a special connection for the flatiron, with a red light to warn when the current is on. If ironing is done in the kitchen, another could be used there. And if there is a sewing room, another will be needed there, too.

Bedside Outlets

IN EVERY bedroom, suggest a duplex receptacle in the baseboard beside the bed, so that both a reading lamp and a heating pad may be connected. Or, if possible, an outlet two feet from the floor.



"Better and better" are the ideas of these electrical fellows," sez the Coué fan—as he lies in bed coué-ing his aches and pains with an electric heating pad. It isn't that he's

Switches at the Doors

IF THE housewife doesn't think push-button switches are necessary near the door in each room, suggest how her guests, who are unfamiliar with the house, would appreciate them. Also, she may want to change her lighting fixtures some day, to a style to which pull-chain switches would be entirely unsuited.

Automatic Closet Lights

MOST women don't know how easily their clothing closets and cupboards can be wired for the light that automatically turns on when the door is opened. This is a wiring feature that will be a necessity in every home, as soon as it is generally known. Some electrical contractors have even made "the lighted closet" the basis of successful campaigns.

Wired Furniture

SIMILARLY with wired furniture. It is up to the electrical contractor to tell the housewife about this—to help her visualize the convenience of being able to plug her appliances right into the dining table, or tea wagon, or bed. Her furniture can be wired without being marred in the least. Wired furniture is simply another way of bringing her electric outlets nearer to hand—nearer to where they are actually used.

The Icebox Light

FIND out where her icebox is. Most likely it is in some corner or pantry which is quite dark at night, making it difficult to put away or find food. Tell her how you could install a bracket light three or four feet from the floor, alongside the refrigerator, so that the food compartments will be lighted. The globe could be protected with a wire guard.

Exhaust Fans for the Kitchen

AN EXHAUST fan can be installed so easily in the kitchen today that many homes are making provision for it as a matter of course. It keeps cooking odors out of the house. It keeps the kitchen cool. It saves damage to furniture and draperies as a result of grease and smoke.

"Burglar Switches"

SUGGEST to the home owner that he have a master switch at his bedside, within arm's reach, with which he can instantly turn on every light in the house. Not only will it be an actual safeguard against burglars, but it will save the family many a heart-throb when they hear a sound downstairs at night.

Lighting Up the Home Grounds

ANOTHER way that many householders are using electricity as burglar insurance, is the installation of four lamps at the four outside corners of the house, all of which can be instantly turned on from the inside. Thus the grounds and garden around the house can be flooded with light at a moment's notice.

Outside-Reading Meters

VERY often, when the electric meter reader comes, the woman of the house is away, or else is too busy to admit him. Show her, then, how the meter box can be installed so as to be read from outside the house. If the meter is to be placed in the basement, it should be so positioned that it can be read through a cellar window. Special "outside-reading" meter boxes can also be obtained, designed to be set into an outer masonry wall.

Breakfast Nooks, Electric

HOMES with a breakfast nook or a built-in breakfast corner need a duplex receptacle in the wall just above the level of the table. This is for the convenient connection of percolator, toaster or waffle iron.

Lights in the Attic

MAKE it unnecessary to carry matches or candles to the attic—by installing electric lights there. No corner in the attic should be dark. Be sure to have the light close enough to the door so that it can be reached easily.

The Cellar Light

COMING up from the cellar, one often leaves the light burning, sometimes for hours before it is discovered. Suggest that this waste could be eliminated by having a red light or a buzzer installed at the top of the cellar stairs so that it operates in circuit with the cellar lights and reminds one to turn them off on the way upstairs.

lazy—he's just human like the rest of us—but he sure did hate to have to get up and reach way under the bed to connect anything electrical. Note the bedside outlet.

Can Sell to Every Householder—

The woman whose home he wires probably does not know his merchandise as she knows the merchandise of the dry goods store or grocer. That is why the electrical contractor must tell her. For if he doesn't point out to her the hundred and one conveniences and comforts which he may put in her home at small cost, who will?

There's hardly a wiring job ordered today, that couldn't be made more complete by the successful selling of practical convenience ideas.

Some of these ideas are listed on these pages. Read them carefully, and store them away for ready reference. They are the "merchandise" of the electrical contractor.

Phones from Room to Room

MANY homes could make excellent use of a house telephone, connecting the master's room with the kitchen, the basement, and the maid's room. It costs little to install, and saves many steps and much time and annoyance in calling and waiting. Another phone in the garage makes easy and quick communication with the house.



If any room in the house needs cheerful light—and lots of it—it's the kitchen. A light over the sink will bring a bit of sunshine even to this, the housekeeper's most dismal job.

Lights for Range and Sink

MOST kitchens are lighted in the wrong way, with a single center ceiling fixture which throws black shadows on the housewife's work at the range, the sink and the cupboard. Point this out to her, and she will appreciate that here is a very real reason why work in the kitchen is especially distasteful at night. Suggest, then, how one sidewall light over the sink and another over the range will speed up work, save china breakage, and prevent food spoilage in cooking.

Upstairs or Downstairs

EXPLAIN the convenience of being able to turn the lights in the upper and lower hall on or off from either place, by having the upper and lower hall lights controlled by two-way switch sets.

To Serve the Sickroom

WHEN a bedroom becomes a sickroom, electrical wiring conveniences are most appreciated. Point this out to the housewife, and suggest that at least one bedroom in the house be wired for this emergency, with an extension telephone, bell extensions, extra outlets for heating pad, fan, immersion heater, etc., with a switch for side and center lights.

Radium Beads

TO LOCATE wall switches and pull sockets in the dark, radium spots or radium beads and balls should be used. They cost little, and save many a bumped knee and broken vase.

To Light the Painting

IF THERE is a painting which the family especially prizes, suggest how the installation of a light over the picture will show it up to full advantage at night. There are shaded lights especially made for this purpose.

Porch Outlets

IF THE American family lives on the porch in summer, certainly some provision ought to be made on the porch for electrical breakfasts, luncheons, and light suppers. A double outlet, waist-high, should serve the cooking appliances as well as a lamp, fan, or vacuum cleaner.

Garden Lighting

AND the electrical contractor who looks around the garden before he leaves the house might find many suggestions here for decorative garden lighting. There may be a particular shrub of which the housewife is especially proud; or a pretty arbor; or a rose fence; or a rare tree—all of which could be effectively and beautifully lighted at night, for the admiration of the neighborhood and the delight of the owner.

A Light on the Back Porch

ALIGHT on the back porch or at the back stairway, as well as on the front porch, might be well worth suggesting. These stairs are often used at night, especially in summer, when cool evenings are spent in the garden.

The Back-Door Bell

AND, since most tradesmen come to the back entrance, a bell should be installed there as well as in the front. The housewife is often in another part of the house when her tradesmen call, and a knocking at the door sometimes does not reach her.

Help Him to Shave in Comfort

FIND out whether the man of the house isn't always complaining that he "can't find light to shave by." Peace in the family might easily be insured in this respect, at least, by having a bracket light installed at either side of the bathroom mirror, to throw shadowless lighting on the face. An outlet for a shaving water heater, vibrator, curling iron or radiant heater, is also a necessity in the bathroom.

For the Vacuum Cleaner

IN EVERY long hall, if no other provision has been made for the vacuum cleaner, suggest enough receptacles (preferably knee high or waist high) so that the vacuum cleaner can be used freely, without plugging into first one room and then another.

Illuminated House Numbers

ILLUMINATED house numbers are coming to be regarded as a duty the householder owes the community and a courtesy he owes his guests. Point out their advantages to your customers.

A Fuse Shelf

INSTALL near the panelboard a shelf that will hold a set of extra fuse plugs. Put a label beside it reading—"Keep on hand on this shelf, for emergency, six 15-amp. and three 30-amp. plugs."

To Light the Fuses

YOUR householder doubtless knows what it is to replace a burned-out fuse in the dark—holding a candle in one hand and getting grease over his hands and suit—to say nothing of risking the danger of fire. Tell him how he can avoid this by letting you install a light near the fuse panel, connected between the fuses and the meter.



And when the housewife herself replaces fuses, she will be even more insistent than her husband that good light be shed on the job. The lamp, of course, should be connected between the fusebox and the meter.

Selling House-Wiring Jobs by the Neighborhood Plan

Salesmen Go With Wiremen to Jobs, and While the Journeymen Wire, the Salesmen Sell All the Neighbors. Results Show Effectiveness of Such Timely Appeals

BY A. W. BAYARD

THE average salesman who sells house wiring in the average town, does so by a very difficult and discouraging process. He says:

"There are so many hundred unwired houses in this town. I gotta sell some of 'em." And then he teases one here and pleads with one there until he makes a sale. And so wiring sales naturally come "seldom and slow" and each sale has to be dragged down by the ears, except in the fortunate cases where the solicitor gets a ripe lead or an inquiry, and, of course, most of his business comes that way or he wouldn't last.

Perhaps this is exaggerated, but in the main it is true. The point is this—that selling house-wiring without a plan—or a system that makes one job lead to another—is hard. But there are ways to mix in good thinking and make it easy. For example:

Each House Wired Sells More Wiring Jobs

Down East, in Passaic, New Jersey, where they make so much silk, and where so many of the people say things that you can't understand—unless you're an Italian or a Pole or a Russian—I know an electrical contractor who has built up a wiring business that keeps forty wiremen hustling all the time, and he has done this by the simple trick of making one house-wiring job sell its neighbors. And it works.

This man, J. Justesen by name, today, has an electrical-appliance store, a fixture store and a motor-repair shop, but it has all grown up out of his house-wiring business, and his wiring department is still his chief interest and is "going strong." Last year he wired 600 houses in Passaic and he was able to get this business because he keeps

three salesmen feeding more work to his construction crews. And here's how he does it.

Let's take the case of one of these men, Justesen's best salesman, an Italian named Solos. Out goes a crew of two or three men to do a wiring job. Solos goes too and as they start to wire, he starts to sell, by the simple process of first finding out from the customer the names of her immediate neighbors in the block, with as much information as possible; and then going out and calling on them. To the people in the unwired houses he announces the interesting neighborhood news that Mrs. Matelli or Mrs. Smith or Mrs. Banski is having her house wired.

"How come?" says the neighbor, or words to that effect. And then Mr. Solos goes to it—tells of the advantages of electricity both economic and social—the simplicity of having the house wired under the new easy-payment plan and the crowning argument that "now while the men are right here they can come right in and do it quick."

"Why not come over and see how they are putting in the wires in Mrs.

Matelli's house and let Mrs. Matelli tell you—etc." Many of the prospects go and take a look and Mrs. Matelli naturally helps the sale by being enthusiastic. Many do not go. But the appeal of this sudden, unexpected opportunity to enjoy the comforts of electric light and appliances right then seems to carry a tremendous impulse and rarely does the salesman fail to build one job into a group.

And, of course, the already-wired house also offers worth-while business. For they too are neighbors of Mrs. Banski or Mrs. Smith and the men are right there and those extra drop lights or those extra base-board outlets can be put in, more quickly, easily and therefore inexpensively than at another time, and there will be more places to connect the vacuum cleaner or the iron, and the cords that are strung around can come down. And that's all there is to it.

Every time the men go out to do a job, the salesmen go with them and try to build up more wiring in that block or on that square or in that neighborhood and they are not satisfied until the majority of houses on the block are connected to the lighting lines.

Wiring Up Houses Not Yet Reached by Electricity

Then they do another thing. They hunt the map and scan the streets for blocks that have no lighting service. This is always a ripe field, for what man and woman cannot have, they want.

So the salesmen canvass the whole neighborhood, making their talk revolve around the fact that if enough families will wire their houses, the lighting company will extend their lines to connect them and the work can be done at a saving. And it



JUSTESEN'S wiring salesmen do another remarkable thing. They hunt the map and scan the streets for blocks that have no lighting service.

These blocks, they say, are always a ripe field for wiring sales,—because what man or woman cannot have, they want!

works. Often needing four houses in the block, they will get two and then another and the fourth will telephone in and give his order before No. 3 has signed.

About 65 per cent of all the work that Justesen does comes in one of these ways from neighborhood selling. The rest is the usual normal work that starts in inquiries, orders from old customers, and so on.

Solos is doing a great job among the foreign population. His contracts range from \$85 to \$155, for the lot I looked over some go as high as \$300, but they average about

you have a Solos on the job. In many foreign countries people still believe in what the French call "lagniappe." They expect that when they buy something they will get a present—a pair of garters with a suit, a tin spoon with a barrel of flour—and when they buy fixtures they want lamps to be thrown in, or a flatiron with their wiring contract. But naturally Justesen cannot afford to throw such pleasures around, and so it takes a bit of explaining, and Solos is past master at the art. When some foreign family comes in and makes the down

of course, the job is secured by a mechanic's lien until the price is paid, and she doesn't want to trifle with the courts.

Solos is a master at it. When he turns up in the morning in a khaki shirt and his old clothes, they know that he will be selling in the poorer quarters that day. When he comes in "all dolled up" with his shoes shined and his new hat on, they know that he is hunting among the higher classes. He works day and night and closes much of his business after supper. They tell of one man with whom he had a 10:30 p.m.

Selling Wiring to the Neighbors,—While the Wiremen Wire!



The experience of the Passaic contractor described on this page offers suggestions to electrical men everywhere.

When the crew of journeymen go out to do a wiring job, with them go one or more salesmen who begin to sell wiring to the

neighbors. The salesmen find out from the first customer the names of her immediate neighbors in the block. Calling on them, the salesman announces the interesting neighborhood news that Mrs. Smith is having her house wired.

Then the prospect is told about the advantages of electricity, the simplicity of the new easy-payment plan, and the crowning argument that "now while the men are right here they can come right in and do it quick."

\$130. Solos is a big fine-looking intelligent Italian of middle age with a broad smile, an enthusiastic hand-shake and a fine stock of stories.

The first job, he says, is always the hardest in the block; then the rest come easy. From the first customer he calls on the others with what knowledge of names and circumstances he has been able to learn. Then by the time he finishes them, he has secured a list of brothers, cousins, and friends in other sections of the city and these he uses to start new groups. There have been cases where pleased customers have personally taken Solos around and introduced him to their friends. And that I call "making good with the customer."

These wiring jobs are taken on a flat-rate plan and financed through one of the discount companies. On 90 per cent of his jobs Justesen sells the fixtures also.

The foreign population are no better nor no worse prospects than anybody else, so Mr. Boyer, the sales manager told me. But they are a little more difficult to handle unless

payment and then hangs around expectantly, Solos goes out and smiles and gets 'em laughing at his stories and makes it all clear. Sometimes they claim that Solos had promised them a gift when they signed up, but when he confronts them, they back down.

Credits? A surprising number of these Mediterraneans and Slavs own their own homes—many of them free of all mortgage. All they seem to be interested in is their homes. And when somebody holds back on the monthly payment—which is not often—Solos goes around and straightens it out. The woman complains—something is wrong—she hasn't the money—she didn't realize it could cost so much—or something else. Then Solos smiles his blandest smile, gestures in his native way and says "We should worry whether you pay or not. Your house will pay us if you don't," and off he goes apparently quite undisturbed. Whereupon Mrs. Matelli keeps wondering what he meant and the more she thinks the worse she worries—then she pays up, because,

appointment. He was delayed until after eleven and when he arrived the house was dark. But Solos shouted and rattled windows till he woke 'em up and made the sleepy prospect come down, light up and sign the contract in his night shirt. Every wiring contractor ought to have a Solos.

And so the work goes on right around the calendar. Mr. Justesen advises all who have a large foreign population not to neglect this field for wiring. The profit is as good and the pay as sure as with the more conspicuous people in the big houses on the hill. Last summer he was running from forty to fifty jobs behind but even then they worked the neighborhood plan, no less, for they served the neighborhood jobs first and kept the crews right there until they cleaned up. This would be explained and people who had had no thought of wiring would be overcome with the knowledge that if they should want to wire, they might be forced to wait a month or two—terrible thought!—and so they signed. And I call that good selling too.

A Contractor's Home-Electric Display That Built Wiring Sales

If You Haven't a Local League to Undertake a Home Electric, "Put One On" Yourself, Was the Philosophy of this Contractor-Dealer. The Results He Got

SEVERAL thousand dollars are invested in the advertising and preparatory work which go into the average electrical home. No one questions that the return is fully adequate to repay the expenditure, but there have been few opportunities to check up in any concrete way on exactly what such an exhibit means to the local electrical industry in increased sales.

A unique opportunity for making such a check was afforded by the one-man electrical-home exposition staged by R. E. Heerman of the S & H Service Company of Alhambra, Cal. Mr. Heerman knows exactly what he put into the "Home"—and exactly what he took out of it. And the profit to his business was so great that he plans to repeat with a second electrical home within the year—and one annually thereafter.

Alhambra is a small community of not more than 14,000 inhabitants, but it is a fast growing little city

and its building permits help to swell the imposing total which is Southern California's proudest boast. With no electrical club or organization in town which could organize and carry out such a campaign, Mr. Heerman was at a loss as to exactly how an electrical home could be staged which would help him to reap some of the harvest which was rightfully his as a part of this construction boom. With the expenditure of several months in time, however, and a comparatively small sum in actual cash, such an Electric Home was actually carried out.

Other Non-Electrical Merchants Co-operated

With the co-operation of a builder, a real estate agent and an architect, the site was selected and the home erected. Alhambra merchants then variously supplied the electric piano and phonograph, the furniture, hard-

ware, cabinet work and interior decorating. Up to this point the cost to Mr. Heerman was nothing except the time taken to secure the co-operation of these firms.

Advertising was done by each firm separately, no general appropriation being made for this purpose. Publicity was accorded by the newspapers both locally and in Los Angeles for what they recognized to be a story of good news value. No special expenditure was made to provide attendants at the home, although it developed in practice that the unusual sales opportunity afforded by the crowds attending the exhibit brought the solicitors employed by the electrical firm for regular outside work there of their own accord—and there was never a time when the home was unattended.

The electrical features of the home being a one-man affair, there was no objection to mentioning the names of articles displayed and one of the most effective features of the display was the explanatory card which was exhibited in each room. Each convenience outlet was plainly labelled and almost every appliance had attention called to it by means of a card. In addition there were signs of general interest such as that attached to the side of the garage which read:

NOTE!

Meter on Side of Garage
No Meter Man on Porch
No Wires to House

In all, the electrical part of the display cost \$148.50, divided as follows:

Signs and lighting.....	\$17.00
Photographs and cuts.....	17.50
Newspaper advertising.....	45.00
Circulars and stamps.....	47.00
Miscellaneous	22.00

\$148.50



One of the most effective features of the one-man home-electrical exhibit put on by R. E. Heerman of Alhambra, Cal., was the explanatory card, displayed in each room.

Each convenience outlet was plainly labeled, and practically every appliance had attention directed toward it by means of a placard.

Over 5,000 people visited the home—and by means of a register which

visitors were asked to sign, more than 2,500 names were secured as a mailing list of prospects. Sales made on the floor by solicitors of the S & H Service Company during the time of the exhibit amounted to \$2,300.

At the same time business at the store was markedly stimulated, records of sales for the corresponding two months of 1921 and 1922 showing a wide divergence.

Month	Sales 1921	Sales 1922
September	\$4,200.50	\$7,869.78
October	4,050.65	9,050.66

Allowing but 25 per cent as a conservative estimate of such part of this increase as should be credited to the influence of the exhibit, it remains a fact that the volume of

sales was increased more than \$1,000 per month.

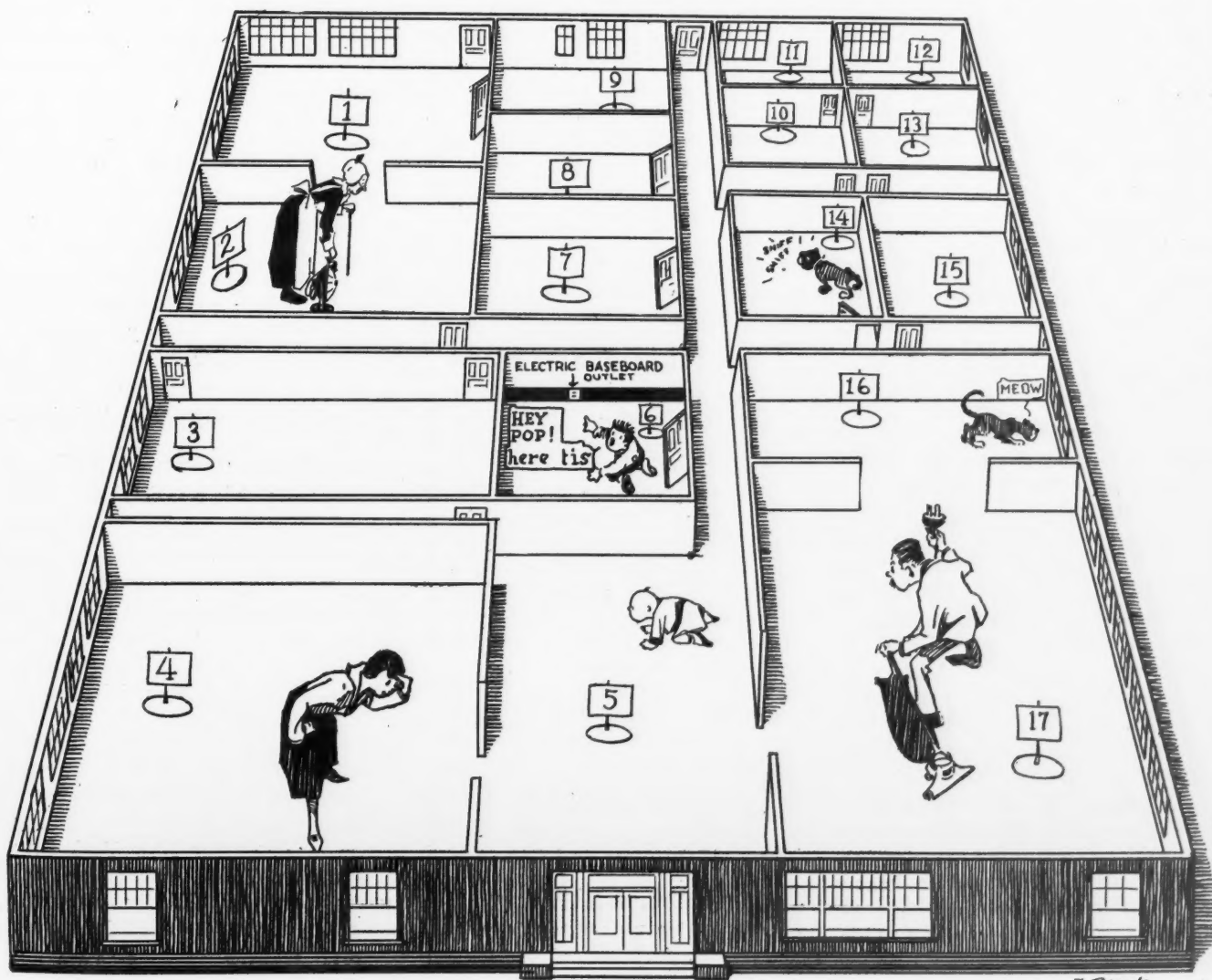
In addition to these very concrete results, twenty-five contracts for the wiring of homes have been received which are credited directly to the influence of the Electric Home. One home in town has since been wired even more completely than the exhibit home itself, including electric steam radiators, two electric water heaters an electric range and provision for electric appliances in all rooms.

One line of lighting fixtures which had been slow moving in the past was completely cleared from the shelves as the result of the publicity given a fixture of this type installed in the dining room.

"The Modern Wireman Works Neatly"

The three excellent photographs showing the modern wireman at work in the home, which appear in this month's "Home Picture Section" of *Electrical Merchandising*, were made by the United Electric Light & Power Company, New York City. Through the courtesy of this company, permission to reproduce the pictures was obtained. The photographs show convincingly how and why "the modern wireman works neatly," without mess and disturbance to the household, thus answering without words the one question which makes women hesitate about having extra wiring put in.

Puzzle: Find the Convenience Outlet! There's One, You Know, for Every Seventeen Rooms,—taking the Country as a Whole



To date we have the magnificent total of one convenience outlet for each seventeen rooms, taking the country as a whole—according to the best figures *Electrical Merchandising* has been able to obtain. The above sketch originally appeared in our pages some months ago, and though the

situation has improved a bit, with the construction of new and better-wired houses; still, the scarcity of convenience outlets is about as represented by our cartoonist, who has imagined a seventeen-room apartment and shows the whole family on a hunt for the missing "convenience receptacle."

(What's in a name, anyhow?)

Rochester, Cleveland, Syracuse and other cities claim a higher ratio of convenience outlets than the country's average of one to each seventeen rooms. Selling the idea of outlets has worked results.

What is the ratio for your town?



How a Vicksburg (Miss.) Contractor Used a Wiring Idea From "Electrical Merchandising"

"I think the readers of *Electrical Merchandising* will be interested to know of a successful wiring campaign we recently put across," says J. M. Fried, who conducts a live contractor-dealer business 'way down South, "so I'm going to tell how we made practical use of a sales idea described in the October issue of *Electrical Merchandising*, telling how a wiring campaign was carried out in Cincinnati. This Cincinnati company had such success that I thought we'd try it too, but conditions confronting us in Vicksburg were a little different from those met with in Cincinnati.

The electric company in Vicksburg requires a service charge of five dollars for connection from the company's lines to the house. It also requires from every prospective user of electricity a three dollar meter deposit, and this charge of eight dollars must be paid in before the service is connected and the meter installed. In order to follow as closely as possible the lines of the Cincinnati campaign, I consulted Ernest S. Meyers, manager of the electric light company here. He extended his hearty support and gave me permission to pay this connection charge and meter deposit in the name of the customer and also agreed to honor my meter receipt should the customer fail to pay me according to his contract.

"We employed only one salesman but of course did not forget the importance of an advertising program and we can report the following re-

sults of our campaign: 54 houses wired on the installment plan, four of which were already wired for electricity, but additional service was installed; ten electric irons sold among these new wiring customers. The total contracts, in dollars and cents, amounted to \$3,173 and the increase in connected load was 22,800 watts. This, I believe, is a very good showing for a town of 18,000 during a five weeks' campaign.

A Lighting Proposition

I will wire your home; install fixtures complete; have service lines run; meter set and electric lights turned on.

After using this service for thirty days, if you are not satisfied; I will pay the electric light bill; remove the electric installation; replace your previous lighting system; leave your home in first class condition and you will not owe me one cent.

If you are satisfied, you are to pay for the electricity used and pay me for the installation in twelve easy monthly installments. Phone 477 for an estimate.

Electrical Outfitter and Gift Shop

J. M. FRIED

Corner Washington and Clay Streets

One of the first newspaper ads used by Mr. Fried as part of his wiring campaign program. This was a double-column ad run lengthwise along the edge of the newspaper instead of the usual horizontal position across the page.

"It may also be a matter of interest to know that two-line extensions were made and that we were able to include the amount required by the lighting company in our figures. If this initial charge had not been advanced to the company by us these extensions would not have been possible, for it would have been very difficult to get the property owners to make a cash outlay for electric service in addition to the cost of wiring their homes. In any case, it is pretty hard to get folks to lay out money until they can see some value received for it. In this way, after the contract is completed, there is no doubt about the satisfaction of electric service, and the customer does not have to pay a cent until he is convinced of the comforts and advantages of a wired house.

"There is no reason why any small-town contractor should be bemoaning his fate of dull business, for I believe that where the dealer cannot finance his own campaign, he can get either the lighting company or his banker to assist him.

"I expect to put on several campaigns during 1923, but just what form they will take has not been decided. I do not hesitate however to use any successful ideas put over by someone else, and if I never get anything else out of *Electrical Merchandising*, this one idea more than repays me for the many years that I have subscribed for it."

Index Job Shows 1923 Wiring-Material Costs 28 per Cent Above 1914

Since his retirement from the electrical contracting field some years ago, Charles L. Eidlitz of New York City, first president of the national contractors' body, has from time to time figured the material costs on a certain "index" wiring job, which includes various types of electrical construction, rigid conduit, surface moulding, etc. Mr. Eidlitz recently completed the costs for this ten-story building had it been wired under price conditions for New York City in January, 1923. Here are the figures for the "Eidlitz electrical index" from 1914 to 1923 inclusive:

1914, January	\$ 9,070
1920, September	16,952
1921, January	14,873
1921, June	11,660
1922, January	10,404
1923, January	11,592

A Pacific Coast Jobber's Campaign to Promote "Quality Electrical Work"

BY T. E. BIBBINS

President, Pacific States Electric Company, San Francisco, Cal.

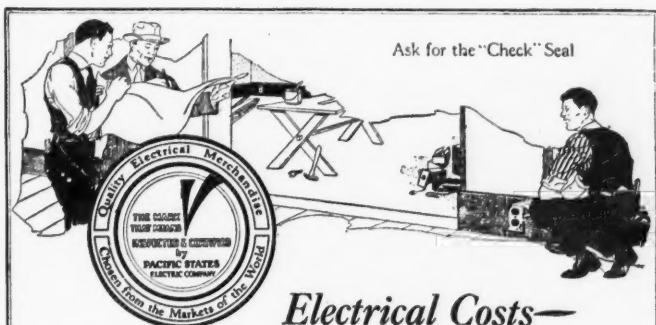
ONE of the secondary but nevertheless important features of a business depression is the effect which the pressure of hard times exerts in forcing business into irregular business channels. The customer "shops about" to a much greater extent and is more likely to make his selection upon a purely price basis, with the result that the quality trade suffers; the business man who is on the ragged edge of safety is apt to slip over into the ranks of those who are variously known as "curbstoners," or "shoe-string operators"—to join the forces of those who depart from the sound principles of merchandising and en-

gage in ruinous, cut-price competition.

Realizing that the public does not really wish a bad bargain for the sake of its cheapness, even in a period of hard times, the Pacific States Electric Company set about analyzing this situation as it affected the electrical industry in the business depression of 1921. Taking Los Angeles as the district showing the best record of building throughout this period, we checked up on the wiring jobs. We found that contractors operating in that territory could be divided roughly into two groups, those representing good workmanship, standard materials and fair prices, and the others whom, for the sake of their

analysis, were classed as "casual contractors." The grouping was not exact, but averages applied over a period of time would compensate for such errors of classification as crept in.

Records of wiring jobs for the year 1920 indicated the group of qualified workers had the majority of jobs and much the best record of number of outlets installed at the beginning of 1920. The tendency was downward, however. More and more jobs were being given to those bidding on a price basis purely, with the result that starting with May, the "casual" group showed the larger number of jobs installed. By October, 1921, the better type of contractors



Electrical Costs— and the Qualified Contractor

ELECTRICITY is constantly making life easier, more convenient and comfortable. But in electrifying your home nothing should be left to chance.

Nowhere is technical competence more important than in the electrical field. Cut-rate electrical contracting service is always expensive and frequently disastrous. You seldom save more than one-half of one per cent on the bid (\$25.00 on a \$5,000.00 house). Furthermore you are likely to spend five times that amount in replacing poor workmanship and materials and in adding "convenience outlets" whose omission made the low bid possible.

The best way to save electrical costs is to go to a qualified electrical contractor. Such for example as those who

operate under the "Check" Seal. These men employ good workmanship, use standard materials, and charge fair prices. They display the orange and blue "Check" Seal of the Pacific States Electric Company. This company is the largest distributor of electrical merchandise on the Pacific Coast, and has established the "Check" Seal as a helpful guide to qualified electrical contracting service, and standard electrical merchandise.

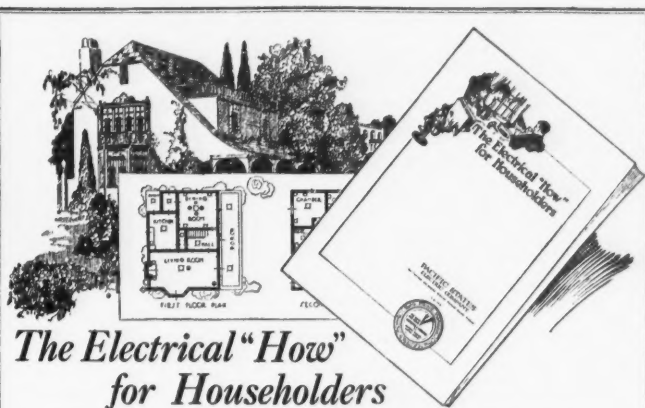
The "Check" Seal appears on a complete line of electrical materials and appliances, inspected and certified as standard. They are distributed through contractor-dealers qualified in every way to give you convenient and economical electrical service.

Various items of a complete line of standard electrical materials and appliances certified by the "Check" Seal and sold by qualified electrical contractor-dealers, are described in our new booklet, "The Electrical How for Householders." You will enjoy this booklet, with its many practical suggestions for the convenient and economical use of electricity in your home. It may be obtained free from any electrical contractor or dealer displaying this seal or by writing to one of our offices.

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO · LOS ANGELES · OAKLAND · PORTLAND · SEATTLE · SPOKANE

Go to dealers and electrical contractors who display the "Check" Seal



The Electrical "How" for Householders

THE Electrical "How" for Householders is a booklet which explains in detail how to get the full benefits of electricity.

It not only shows the latest electrical household devices and appliances but how to get more service from them and from the whole electrical installation. It explains why it is cheaper to use standard materials and employ qualified electrical contractors. And it shows the value of the "Check" Seal as a helpful guide in identifying them.

This seal, established by the Pacific States Electric Company, the largest distributors of electrical merchandise on the Pacific Coast, appears upon a complete line of electrical merchandise, each item of which has been inspected and certified as standard—such for example as the Hotpoint appliances here displayed.

The "Check" Seal also helps to identify contractors and dealers who operate on the basis of good workmanship, standard materials and fair prices. These men can be relied upon to furnish a complete and satisfactory installation and standard electrical merchandise. Ask any contractor-dealer who displays the "Check" Seal for the booklet "The Electrical How for Householders" or write to the nearest office of this company. It is free upon application.

Ask for the "Check" Seal.

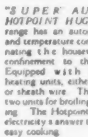
Go to dealers and electrical contractors who display the "Check" Seal

PACIFIC STATES ELECTRIC COMPANY

SAN FRANCISCO · LOS ANGELES · OAKLAND · PORTLAND · SEATTLE · SPOKANE



HOTPOINT VALVELESS PERCOLATOR—Made of polished copper in an artistic design. Equipped with the standard Hotpoint percolating apparatus and safety switch which cannot get out of order and prevents damage if the percolator is allowed to boil dry. Starts percolating 30 seconds after the current is turned on.



"SUPER" AUTOMATIC HOTPOINT HUGHES—This range has an automatic time and temperature control, eliminating the household's close confinement to the kitchen. Equipped with replaceable heating units, either open coil or sheath wire. The oven has two units for broiling and roasting. The Hotpoint-Hughes is electricity's answer to good and easy cooking.



Ask for this Seal

Plans have now been announced by the Pacific States Electric Company to continue the Check Seal Campaign throughout the coming year. Advertisements are to be

carried in 27 newspapers, representing every large community on the Pacific Coast, with a combined circulation of 1,123,000. Ten advertisements cover the story which will

be presented in each paper—and will further the idea of the "check-seal" trade mark, already introduced through the extensive advertising carried on throughout 1921.

were installing considerably less than half of the total number of jobs and outlets. The results of this investigation were reported in full by the author in *Electrical Merchandising* for May, 1922, page 78.

As shown in that article, at the same time the average number of outlets per job was decreasing. The general average for 1920 was 13½ outlets per house wired, the average for the better group being 14, for the others 13. By the fall of 1921, this had dropped to 8.2 outlets as an average for the month of October. The casual contractor was installing between 6.8 and 10.6 per job. In other words, the wiring of each house represented 3½ outlets less to the electrical industry than it had the year previous.

Calculating the return which each outlet means to the electrical contractor in its original wiring cost, to the merchandising branch of the industry in appliances sold and to the power company in electricity consumed, it was figured that the loss of every one of these outlets meant a loss of \$20.60 to the electrical industry over a five-year period. With from three hundred to four hundred thousand wiring jobs as the yearly total for the Pacific Coast, it was apparent that the electrical industry in that district stood to lose (or gain) from \$6,000,000 to \$8,000,000 every time the average of outlets per home could be lowered or raised.

The "Check Seal" Campaign initiated by the Pacific States Electric Company at that time was an attempt to aid in solving this situation. By means of a trade mark which was to be associated in the minds of the public only with quality material and workmanship, it was hoped to turn the tide of wiring jobs back into the channels of established business.

The campaign was based upon the theory—first, that the public when properly informed does value quality above price and, second, that up to this time, the public has been uninformed and has had no method of judging the quality of wiring installations, or appliances. The company felt that if it were given a reliable guarantee of quality, such as was furnished by an easily recognizable identification mark, backed by the reputation of a well known and established firm, the public would be glad to profit by it.

From the initial campaign started in California, the movement has been extended all over the Pacific Coast

Each Outlet Omitted Represents Loss of \$29.60 in Five Years

CALCULATING the return which each outlet means to the electrical contractor in its original wiring cost, to the merchandising branch of the industry in appliances sold and to the power company in electricity consumed, it was figured that the loss of every one of these outlets meant a loss of \$20.60 to the electrical industry over a five-year period.

and the story told in advertising in every large city in that territory.

Tendency Now in Favor of Established Contractors

An idea of the results toward which the efforts of this campaign have undoubtedly contributed, may be obtained by the record of Los Angeles building. Whereas in 1921 only 32 per cent of the total wiring jobs in Los Angeles were handled by qualified contractors, with an average of 15.6 outlets for each job, which left 68 per cent of the jobs to the casual group whose average in outlets installed was only 9.6, this had changed by 1922 and in the first 11 months of that year, we find 46½ per cent of the jobs in the hands of established firms. The average for outlets installed in this group had increased to 17.1. Casual contractors handled 53½ per cent of the jobs—and the record of the outlets installed by them had increased from 9.6 per job to 11.6.

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An additional feature will be a series of bill board campaigns in thirty coast cities.

The Pacific States Electric Company feels that the soundness of the principles underlying this campaign has already been demonstrated through their wide acceptance where-

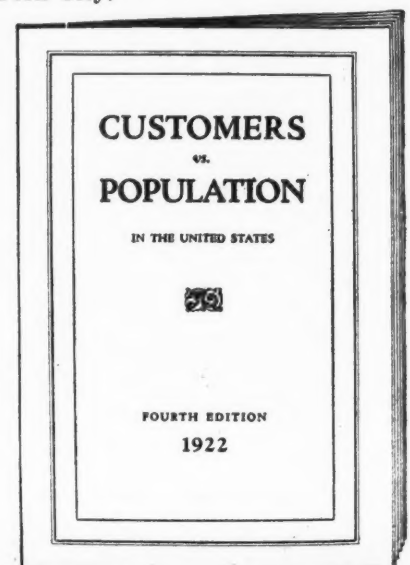
ever this system has been introduced—and is backing its belief in the value of established principles of merchandising with this extensive program outlined for the second year of the Check Seal Campaign.

Society for Electrical Development Compiles Statistics on Electrical Customers

The fourth edition of the Society for Electrical Development's analysis "Customers versus Population" has just been issued and gives for 1922 information on customers served, population reached, wired and unwired houses, per cent of saturation, total meters, etc., classified by cities, towns and states. The report also shows whether the local central station does merchandising or operates a wiring department.

A total of 1,434 companies, serving 9,169 communities and reaching 66,086,931 people, answered the Society's questionnaires. These companies reported 7,720,605 residence customers, which, with an allowance of one to one and one-half million for companies not reporting, brings the total up to 9,000,000 or more wired homes for the country as a whole. Of the 1,434 companies reviewed, 953 reported doing a merchandising business, 153 reported doing no merchandising; 464 reported doing wiring, and 395 doing no wiring.

Copies of the report are being sent to members of the Society and are for sale to non-members at \$1 per copy. Copies in quantities for local electrical bodies may be purchased on application to the Society's headquarters, 522 Fifth Avenue, New York City.



Louis Kalischer's
Instructions
to His

"Dirtless Wiremen"

When Working in Finished Houses, the Men Are Cautioned to Display Every Courtesy and Consideration, to Wear Canvas Shoes and Clean Jumpers, and to Use Dust Cloth and Dust Pan Freely



LOUIS KALISCHER of Brooklyn, one of the best known electrical contractors in the East, recognizes that business success in any line comes from giving the customer what he wants in the way he wants it.

And although Mr. Kalischer operates a large industrial-motor installation and contracting-engineering business from his headquarters at 288 Livingston Street, Brooklyn, his electrical activities in these other lines have not grown so large that "the boss" does not give thoughtful consideration to his department for the wiring of already-built houses which in Brooklyn is a great field in itself.

When Louis Kalischer takes a contract for the wiring of one of Brooklyn's fine homes, the journeymen he sends into that home are picked men, chosen personally by the boss for their mechanical and electrical skill and for their personal pride in doing careful and thorough work. These men are provided with canvas shoes so that no polished floors may be scratched. And each is fitted out with a pair of white overalls and cap, like that pictured as worn by Harry F. Hoyt, one of Mr. Kalischer's prize journeymen, on this page and on the front cover of this issue. A generous strip of white cheesecloth and a dust pan complete

One of Louis Kalischer's "dirtless workmen" on the job. "When you arrive at the home which is to be wired or extensions run," instructs Mr. Kalischer, "select a good clean place in the basement for your material, tools and clothes; take your news-

paper and spread it over the floor; change your clothes; and put on your clean overalls, jumper, canvas sneakers and cap. And be sure to have a clean piece of cheesecloth in the pocket of your jumpers. Use gloves when working around white walls."

the unusual equipment carried by these "dirtless workmen" of Kalischer's.

Consideration for Contents of Customer's Home

Having carefully selected his men and having seen that they are equipped with their accoutrements of dirtlessness as well as their implements for wiring, Mr. Kalischer issues to them instructions essentially as follows:

"You must remember you are now going into a home to perform some work along mechanical and electrical lines and you must exercise great care to do the work assigned to you in such a way that it will not in the slightest degree inconvenience the folks who live in that home.

"One may take many little liberties in one's own home, or one's own place of business, but you must have the utmost respect for everything you find in the home of another. You

have no means of knowing the sentiment attached to the various pieces of furniture, of the care and thought in arranging them, or perhaps the great struggle and sacrifices made in acquiring them.

"You must also bear in mind that this home has perhaps been without the comforts of electric wiring for a good many years and the folks have looked forward with a great deal of pleasure to the time when they may enjoy the conveniences of electricity.

"Bear in mind also that they are our customers *now* and if we show them the consideration they are entitled to and render the service that should be theirs, when you finish this job they will *remain* our customers and in addition thereto they will be one of our greatest assets in securing new customers. The more satisfied customers we have, the more business we will secure, and you in turn will have a better job and a steadier one. Therefore, it is just as important

to you, as it is to the firm, that you safeguard this contact in every way.

"Select a good clean place in the basement for your material, tools and clothes, take your newspaper, spread it on the floor, change your clothes and *put on your clean overalls, jumper, sneakers and cap*. Be sure to have the piece of clean cheesecloth in the pocket of your jumper.

"Just before entering the main floor to interview the householder, be sure to wipe from the soles of your shoes, any particles of dust and dirt of the basement.

"With your schedule of outlets, or wiring plan, go over carefully, with the owner or his representative, all the work our contract calls for. Take sufficient time to see that it is thoroughly understood that the positions of switches and base-board outlets are correct, and are what the owner expected as to number and

location. If there is any deviation or question as to the number of outlets, consult the office immediately.

"Also remember that a home is not a factory or a place of business. Due allowances are usually made by a business executive for slight errors, or even unfortunate mistakes, and these may be explained and corrected, but this is not true of the home. If you, or the office, makes a mistake the head of the home is likely to have it presented to him, with variations, for his breakfast, lunch and dinner.

"Remember that the housewife, or the occupants of the home, will have any mistakes or inconveniences before them all the time. The household and its management are all-important to them.

When to Use Gloves

"As you proceed with the work, move the furniture carefully aside and roll up the rug, and when you

cut for a switch or convenience outlet, be sure it is a clean-cut job and that the borings, or chips, are swept up with the duster and into the dust pan you have, depositing them into the little bag which you carry with you.

"In working around the white walls, or handling delicate pieces of furniture, be sure you do so with the white gloves you have. Finger marks on the furniture or fixtures may be removed, but they look badly. If finger prints get on the wall, it means a job for the painter or decorator. If the floors are parquet and highly polished, remember that you have rubber sneakers on to prevent marking them and that any careless handling of the BX and tools will leave a mark. Therefore, the cloth that you have should always be laid down first to protect the floor or sidewall.

"Do not forget, in installing the fixtures, if they be of the French-back or plain-canopy type, that the two or three sheets of white tissue paper that you have are to protect the wall while the fixtures are being hung and the joints soldered and that they are easily removed, leaving no trace or sign of the work that was done.

"Do all the work that is to be done in a room *at one time*, and on leaving that room, be sure that everything has been repositioned as you originally found it.

"So arrange your work that you will be out of the kitchen about the time meals are being prepared, out of the dining-room at meal times, and out of the bedrooms in the mornings.

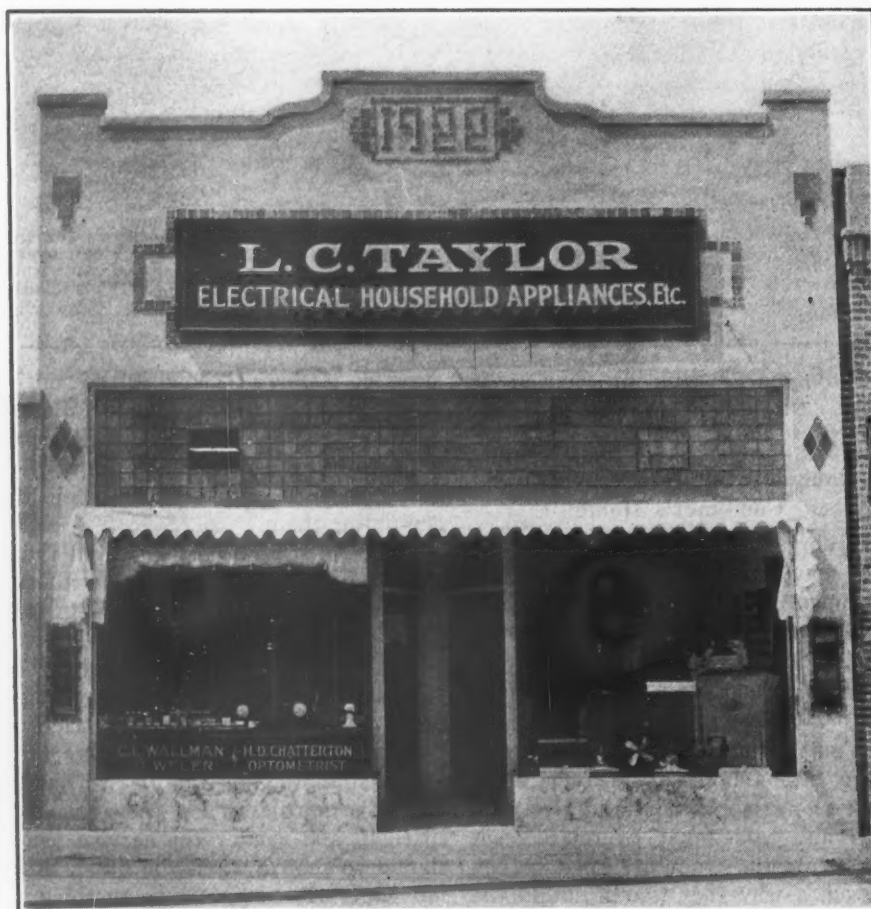
"And though you are not expected to perform the function of an additional servant in the house, there are many little things that you can do that the housewife or the occupant will be grateful to you for.

"Report to the office any and all changes desired in the work. Do not volunteer any information as to costs, as you may not have necessary data, and statements which you may give may be very inconvenient to correct later.

"Remember that, as far as the housewife or owner is concerned, that you are our representative.

"All of the above is nothing more than that which our customer has a right to expect. He is paying for the work, and he is providing you with continuous employment, and the office, a fair return."

Own Your Own Store—Why Not?



A brand new store building is but one of the good things to which L. C. Taylor can point with pride, in proving that twelve years as a contractor-dealer in California has its substantial rewards. He also finds that when old friends send him new customers, the best closing argument he has to offer is the atmosphere of an up-to-date store. Says Mr. Taylor, "If you own your own home where you live, why not own your own store where you

make that living?" This is sound reasoning, and we second the motion. Building activity is contagious. A contractor-dealer can frequently save money for himself and he stands the chance of making a good investment in the future growth of his community by taking serious thought of store investment. In every such instance the progressive spirit of better merchandising and better store, go hand in hand toward the goal of a bigger and better business.



A silver-and-enameled table buzzer for butler and maid.

Right—The bell-pull style of switch is something new.

The New Decorative Idea in Home Wiring

By LIDDA KAY



A switch plate that is something more than "hardware."

THE designing by a number of manufacturers recently of decorative push-button plates, pull chains and switch pulls, is an innovation that, quite likely, the average woman will appreciate more keenly and quickly than does the electrical contractor himself. For every woman is a born decorator, and the only reason why, up to now, she has tolerated the purely utilitarian evidences of electricity in her home is that she thought she had to.

So far, the new decorative note in electrical wiring has been confined to switches. Soon, perhaps, someone will see the ornamental possibilities of the electric outlet, and the lowly receptacle, which now hides itself humbly along the baseboard, may have so attractive a frame that a conspicuous, and consequently more convenient, position on the wall may be allotted to it. Then—and this is a very definite advantage, to the feminine mind—our hostess, when serving guests, may connect and disconnect her toaster with quite the same dainty air of performing a charming office as when she lifts and lowers her lovely tea caddy or serves the sugar with silver tongs.

Switch Plates That Decorate

In the meantime, she will rejoice that at least electric switches may henceforth be things good to look at as well as convenient to have.

Switch plates, for example, may now be seen with bright-colored designs painted on them—a conven-

Colorful and Ornamental Switch Plates Now Form Part of Room Decoration

tionalized parrot, or a gay peacock, or an owl, painted on a white, or a blue, or a pink ground.

Or the switch plate may be enameled one solid color, to harmonize or contrast with the room in which it is installed. It may have a solid, dull black finish, or a white enameled bathroom finish; or it may be an imitation of a mahogany

grain. One particularly stunning plate is silver-plated, with a dainty little silver pendant instead of the usual pushbuttons. Still others are in novel shapes, with conventionalized designs stamped on the metal.

Another opportunity for more decorative touches has been found in pull chains for floor and table lamps, and wall and ceiling lights. Nowadays, the pull-chain may capriciously end in some odd but colorful novelty—an owl, a humming bird, a bit of rare rock amber, or an exquisitely wrought bronze deer or wolf, scarcely an inch long. Or the chain may be a string of pearly beads, in shades of yellow, orchid, blue or black.

But the last word in decorative effects with switches is the old-fashioned bell-rope style. This switch-pull is a long, woven, silk-ribbon affair, hung on the wall to reach from the ceiling more than halfway down to the floor. A pull on it operates the switch, which in this case can be installed near the ceiling. Being made in mulberry, rose, old gold and other colors, this electric "bell-rope" has many decorative possibilities, and in many homes would be preferred to a switch plate.

Takes Them Out of Hardware Class

To the woman, naturally, this new decorative note puts electrical wiring immediately in an entirely different light. Any wiring that she has done in her home straightway assumes a

(Continued on page 3257)



This ornamental metal tassel is good to look at, and besides that, it conceals a purely utilitarian outlet.

"Convenience Switches"

Controlling Circuits from Two or More Points. The Standard System and the Carter System. How Latter Does Not Conflict with Code and Sometimes Saves Expense

By TERRELL CROFT

Author of "Practical Electricity," "Wiring for Light and Power,"
"Wiring of Finished Buildings," etc.

THE application of three-way and four-way switches offers a wide range of combinations for multiple-location control of interior-wiring lighting circuits. A single lamp or a group of lamps may be so arranged, in relation to two three-way switches, that the lamp or lamps can be lighted or extinguished by either of the switches, independently of the other. If additional control locations are desired, four-way switches may be added to the circuit to provide the additional control locations.

There are really two distinct systems of connecting three-way and four-way switches: (1) The "standard" system and (2) the "Carter" system. The standard system will be discussed first and then the Carter system described and its advantages and disadvantages explained.

A diagram of the simplest or most elementary three-way switch circuit for the control of a circuit from two locations is shown for surface snap switches in Fig. 1. From the connection it is evident that at no time (either one of the switches being open) are both polarities of the feeding circuit present in either switch. This feature renders a connection of this type strictly in compliance with the wiring rules which are enforced in certain cities and which are based on Code Rule 24c.

A three-way switch circuit which is fed from different branches is outlined in Fig. 2. It will be noted that this connection is essentially the same as the connections in Fig. 1 with the exception that the feed wires approach the switch-and-lamp circuit from opposite sides and feed from different branch circuits. In making the connections of Fig. 2 it is imperative that proper care be taken to insure that the wires of correct polarities

enter the switch-and-lamp circuit from each of the branch circuits, *G* and *H*. Otherwise the system would be inoperative. Wherever this system is utilized, the switch-feed and the lamp-feed wires should each be protected by its own single-pole cut-out.

Serving a three-way switch circuit from two different branch circuits as in Fig. 2 is not recommended because of complications which may develop when trouble occurs in the circuit. Such a circuit is, however, sometimes advisable when wiring finished buildings, so that the taking up of extra flooring may be avoided.

A Typical House Layout

A wiring lay-out for a two-story-and-attic cottage in which a three-way switch circuit is incorporated for the simultaneous control of both an upstairs and a downstairs hall light is shown in the sectional view of Fig. 3. This layout is probably typical of the average small-residence three-way switch circuit connection.

Switch-feed wire on the first story is taken from a "jumper" wire, *J*, from the single-pole switch-feed wire directly to the left. This construction is much more economical than that involved when a special feed is run to the three-way switch.

Two-location control of a lighting circuit may be effected by the use of four-way switches (as illustrated in Fig. 4) instead of three-way switches, if the switch travelers are connected to diagonal binding posts within the switches. This illustration is self-explanatory. While the system shown is not to be recommended generally, because it involves a greater first cost than does the usual three-way switch installation, it is sometimes necessary to use four-way switches as

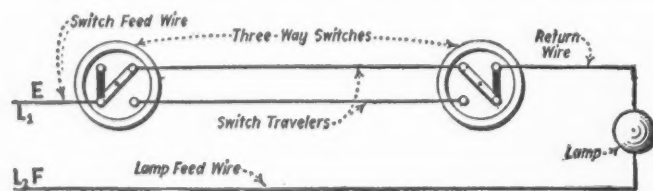


Fig. 1—The three-way circuit for two-point control of a lamp, reduced to its simplest form. The circuit shown is that of the so-called "standard" system.

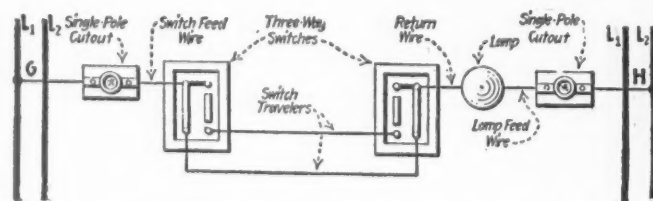


Fig. 2—How a three-way switch circuit can be fed from two entirely separate branches. The wires must be polarized as shown and each protected by its cut-out.

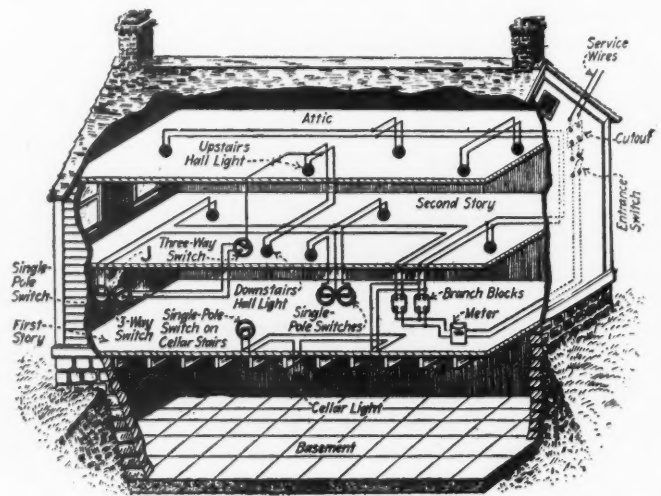


Fig. 3—A wiring layout for a typical two-story-and-attic cottage, showing the use of three-way switches for controlling hall and stair lights.

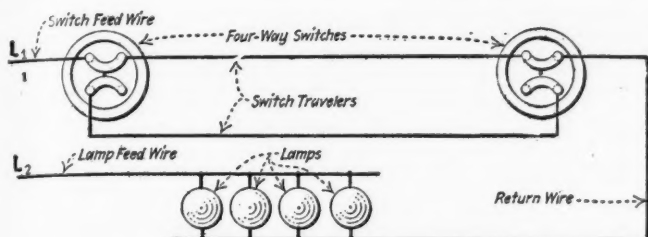


Fig. 4—If the wireman happens to have no three-way switches when installing a two-position control circuit, he can make use of standard four-way switches as shown.

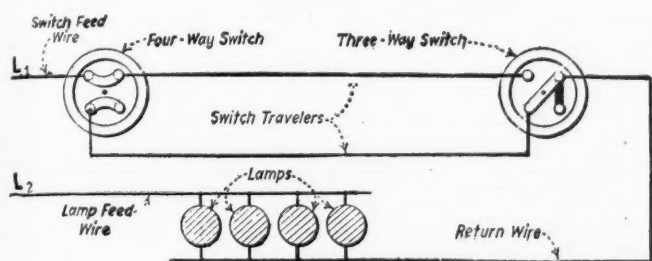


Fig. 5—Or a three-way switch and a four-way switch may be used in combination, in the manner sketched, enabling the wireman to use material on hand.

shown, when the three-way switches are not available.

A three-way switch and a four-way switch may be used in combination to afford two-location control of a lighting circuit. The wiring diagram for such a connection is shown in Fig. 5.

Pilot or indicating lamps can be used on three-way switch circuits to indicate whether the lamps in the lighting circuit are "on" or "off." They are especially valuable when installed at three-way switch locations from which the lamps in the circuit are not visible. In Fig. 6 the bull's-eye receptacles are merely wired in parallel with the other lamps in the circuit. Hence, they are lighted or extinguished simultaneously with the regular circuit lamps.

Control of a lighting circuit from three or more loca-

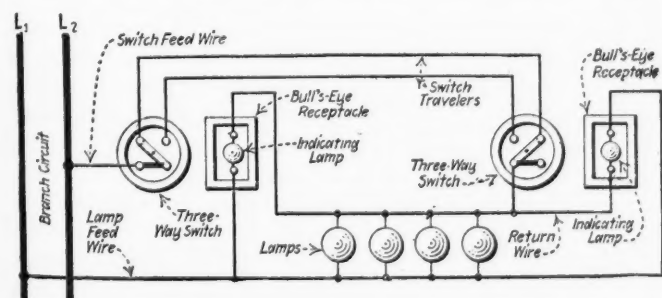


Fig. 6—Pilot lamps can be installed near the switches of a three-way circuit to show whether the lamps or load are turned on or off.

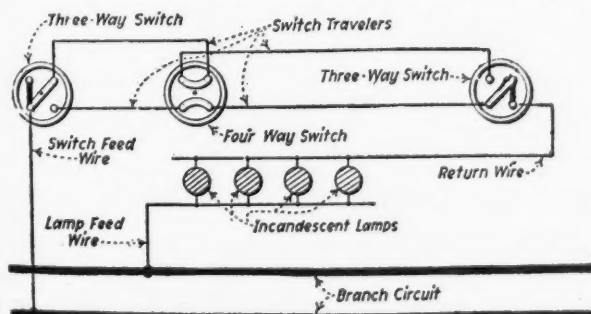


Fig. 7—If the lamp circuit or load is to be controlled from three points, a four-way switch is inserted in the traveller wires between the end three-way switches.

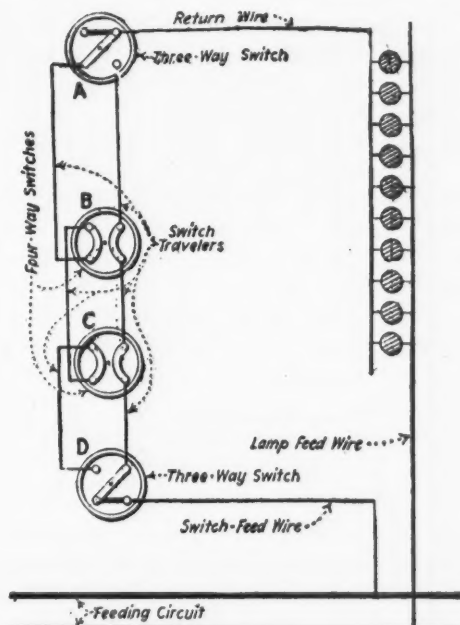


Fig. 8—By adding four-way switches in the travellers it is possible to increase the number of points of control to any number desired, inserting a four way switch for each new position.

tions may be effected by the use of four-way switches connected in the circuit between the three-way switches, as illustrated in Figs. 7 and 8. These show a typical diagram of the standard method of wiring when it is desirable to provide more than two control locations. Any reasonable number of control locations may be provided by the installation of additional four-way switches. One additional four-way switch is required for each additional control location desired.

A combined restricted and selective four-way switch circuit for hallways or show windows is shown in Fig. 9. With switch A open, restricted control is provided, since only one lamp can be lighted at a time.

If A is open, B' may be lighted by operating B. Then before the operation of C will light C', B

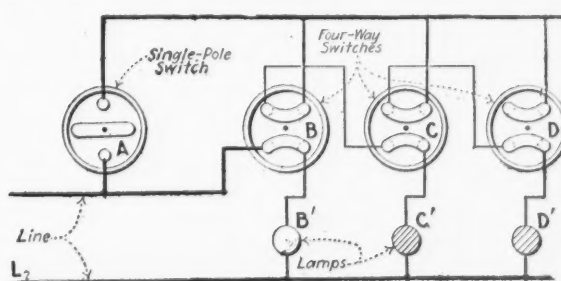


Fig. 9—A combination restricted circuit for hallways or show windows. If A is open, only one lamp can be lighted at a time.

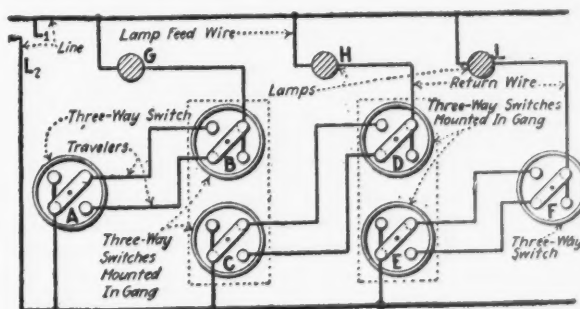


Fig. 10—This circuit permits any lamp to be lighted or extinguished, independently of any other lamp, from each of two locations.

must be operated to extinguish B' . And before D can be operated to light D' , both B and C must be placed so that both B' and C' are extinguished. With switch A closed, any one, any two, or all three of the lamps, B' , C' , and D' , may be lighted or extinguished at any one time, by operating its switch.

A three-way switch circuit for the control of hallway or stairway circuits is diagrammed in Fig. 10. An installation, when arranged according to this scheme permits any lamp to be lighted or extinguished, independently of any other lamp, from each of two locations. Such an arrangement is particularly adapted for stairway lighting, and for lighting a series of hallways which are at right-angles with respect to each other. Whether for hall or stairway lighting, the switches A and F should be located, respectively, at the entrance and the exit of the passageway. The intermediate gang switches, BC and DE , should be installed at or near a turn. The lamps should be located one between each switch location about midway of a straight run of the hall or stair.

Definition of the "Carter System" of Multipoint Control

The so-called "Carter" system of multi-location lighting-circuit control is one where two or more three- or four-way switches (A and C , Fig. 11) are connected to both sides of the line.

The Carter system is often employed to effect a wire-saving. Sometimes twice as much wire is required for the installation of the standard system as for the Carter system. Since with the Carter system, it is possible to connect additional lamps in the branch circuit beyond the furthest three- or four-way switch, an additional wire-saving may frequently be effected by utilizing this same branch circuit for lamps which are located in other rooms. Such additional lamps are entirely independent of those controlled by the three-way switches, that is, they can not be lighted or extinguished by the three-way switches.

The Carter system of wiring is, in some cities, prohibited by ordinance. This is probably because of the fact that the first three- and four-way switches which were marketed did not possess a positive and quick "snap action," but were slow and "draggy" in breaking the circuit. Both sides of the line are, in the Carter system, connected to each of the "end-switches." Hence, this slow-break mechanism of the pioneer three- and four-way switches frequently, during operation, short-

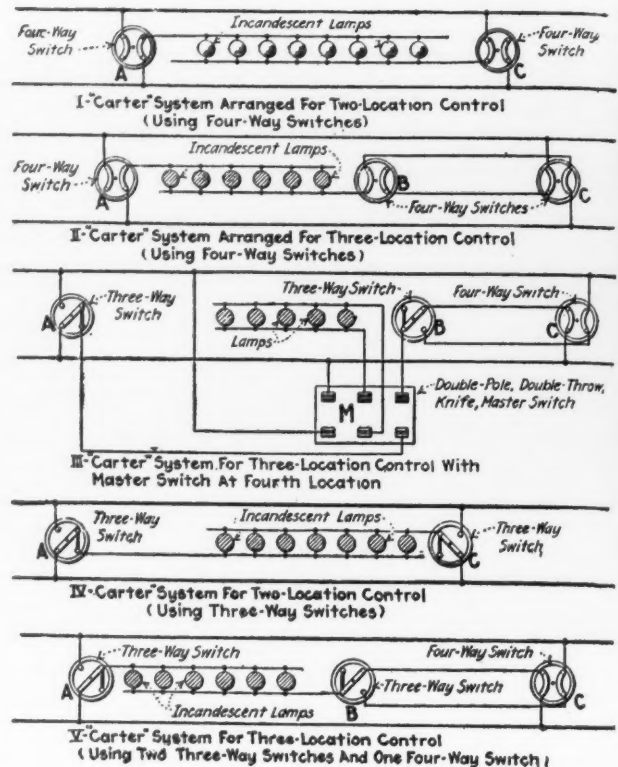


Fig. 11—Various adaptations of the Carter system of multipoint control, a form of circuit which is ruled against by many local inspectors although it often saves wire and labor, is equally as safe as the "standard" system, and does not conflict with a strict interpretation of the National Electrical Code.

circuited the line. However, a properly-constructed three- or four-way snap switch, when both sides of the line are connected to it, will present no greater fire hazard, nor conflict with a strict interpretation of the Code, than will a double-pole snap switch when both sides of the line are connected to it.

Three and Four-Way Switches Are Thus Used in Accordance with Code

The Carter system of connection for three- and four-way switches is not contrary to Code requirements in spite of the fact that it was formerly, in most quarters, held to constitute a Code violation. It is obvious that if a single-pole switch is connected to both sides of the line, a short-circuit will result upon closing the switch. This fact, together with an erroneous interpretation of Code Rule 24c, Par. 3, to the effect that three-way switches are, in every respect, to be considered as single-pole switches, has led many inspectors to prohibit the Carter connections. However, three-way switches are properly considered as single-pole switches (Rule 24c, Par. 3), only insofar as the requirements of Rule 24c, Par. 1, are concerned.

The Carter system of two-location control of lamps which are fed from different branches will frequently effect a considerable saving in wire over the same system connected to the same branch. Any trouble on such a Carter circuit may be difficult for an inexperienced person to locate, otherwise there should be no particular difficulty with such an arrangement. If a fuse "blows" some of the lamps may burn at one-half voltage. Which lamps will burn at the low-voltage will depend upon which fuse ruptures, and also on the position of the switches.

"Lighting Circuits and Switches"—Croft

THE author's new book on "Lighting Circuits and Switches" which will shortly be published by the McGraw-Hill Book Company, 370 Seventh Avenue, New York City, will contain a complete collection of circuit diagrams and connections, and much practical information on master and emergency circuits, remote-controlled switching, door switches, time switches, theatre wiring and other subjects of interest to the man who lays out or installs wiring circuits.



Some of the best show windows are keyed around appeals of fundamental interest to the portion of the public it is desired to reach. This window, for example, suggests at a glance how "more stylish and less expensive clothes" can be made at home.

Put the Windows to Work

Aggressive Merchandising Through Good and Constant Use of Window Display Space Will Pay Handsome Returns

By GAYNE T. K. NORTON

SHOW windows are the dealer's cheapest and best advertising mediums. His name on the glass and the merchandise behind it, inform thousands of people that pass and re-pass the store who the dealer is and what he sells. Through his windows the merchant can thus "reach" a great many prospective purchasers, perhaps more than if he advertised in newspapers. It is a direct contact with the buying public that the windows give.

People, *see the things themselves* in the show windows; in almost every other form of advertising they merely read about them. "Things seen" make a stronger appeal than things read about. Window displays suggest uses and needs to people who, if they did not see the goods, might not realize how desirable would be their possession.

The cash value of any show window is at least \$2,000 a year, even if the store is on a side street. And as location is improved the sales value climbs. Proof of this is found in the results of a questionnaire sent to city and farm women by the Ex-

tension Division of Iowa State University. Women were asked which of twelve appeals influenced them most in buying goods. The appeals mentioned to the women were

- Popular national advertising
- Shopping from store to store
- Demonstrations
- Newspaper advertising
- Recommendations of friends
- Billboards
- Recommendation of merchant
- Direct-mail circulars
- Mail order catalogs
- Window displays
- Samples
- Street car cards

Replies from the farm women showed that their purchases were influenced most by shopping from store to store, second by the recommendations of friends, and third by window displays. As shopping from store to store is largely a matter of window shopping, the importance of window displays in selling the farm trade is shown to be very great.

The city women ranked window display first among the twelve appeals.

Now, women influence, directly or

indirectly, 85 per cent of all sales, and since women declare the window display is a major factor in determining their purchases, the value of such space to the merchant cannot be questioned. The question remains: How to put the windows to work?

Cleanliness the Prime Essential

The first essential to profitable windows is cleanliness.

Remove all merchandise from each window and make it dust-tight. To prevent dust sifting in from the street will make cleaning easier and give protection to the goods displayed. Clean the glass, walls and floor thoroughly. People are attracted by cleanliness.

If the windows have good hardwood floors, give them a coat of varnish, followed by polish. If not, put in such a floor or cover the present floor with linoleum. Paint the store front inside and out.

The window background should be of some well finished wood. Put in such a background, or suspend a cloth drape from a pole. Drapes allow light to enter the store, and by

alternating the use of two or three drapes of different colors, goods can be displayed to good advantage and the window is not so apt to become monotonous. If drapes are used, be sure the sun does not discolor them.

Wash the outside of the windows every morning. Keep cats and cards announcing local amusements out of the windows. Keep bright metal trim and signs polished. Light the windows for a couple of hours on winter mornings. Light them before sundown each evening. Keep them lighted during dark days and evenings.

Articles that are light in color display best against backgrounds of darker color. Small articles belong at the front of the window. Do not suspend goods from the ceiling. Light the window from above so there is a bright, even distribution of light, the lights invisible from the street.

Three Classes of Merchandise to Display

The window should be used to display goods of three types: seasonal goods, fast turnover merchandise and "specials" that you wish to close out. Experiment with price tags; some

things will move better if tagged, others will not. Do not overload the window, concentrate on a few items leaving plenty of space between them. Never display goods you do not have in stock. Dress the windows once a week, once every other week in any case. If you are up against stiff, price-cutting competition run a daily "special" in the window.

Signs are almost as important as the merchandise in the case of sales by way of the show window. Signs should be legible and clean, and they should describe the goods in terms of interest to the purchaser. A sign worded like this, for instance: "Six-cup percolator, boils in 90 seconds—costs only two and seven-tenths cents an hour to operate—no fuses to blow out—current shuts off automatically—price \$18.00," will sell more appliances than "Percolator \$18.00." Signs should sell, not merely announce a price.

Do not try to use home-made signs. Have some signs made with white lettering on black cards and some black lettering on white cards; use circular, oval and diamond-shaped cards as well as square and oblong cards. Black cards are good for summer use as they do not soil easily.

While the window is being trimmed use a card reading: "Window being changed, store open as usual."

Watch the Sidewalk Outside

Do not obstruct the sidewalk in front of the store. Do not leave cellar doors open, or cases of new goods before the window. Do not have gratings that look as if they would not sustain the weight of a person. Keep the sidewalk swept clean. Awnings offer shelter on bad days and shade on hot days, causing people to stop before the window; sales result. Awnings prevent reflection; they prevent excessive heat in the window, and prevent the sun discoloring drapes or shades.

These are the first essentials and if you follow them you will be well repaid for your time and trouble. But the selling power of window space can be further increased by the use of a little imagination and a very little money.

Manufacturers furnish colorful cut-outs and screens which, when used in the window, are both ornamental and sales producing. Their use identifies the store with goods nationally advertised—this is a valuable tie-up the department store cannot use because of its policy not to feature trade-marked goods. Consumers feel confidence in goods steadily advertised and when they see a merchant "tied-up" with such advertising they are quite likely to buy from that merchant, making their purchases on a basis of reputation and quality of the goods, rather than go on and buy elsewhere, making their purchases on a basis of price. Thus the use of such displays helps a dealer maintain prices and prevent "shopping around."



The "convenience outlet" in itself is almost too inconspicuous to make an effective window display. But on the other hand, it is one of the most important ideas which the electrical merchant or contractor-dealer can put over to his public.

In this window of the Levy Electric Company, San Francisco, twin outlets were installed at intervals across the background of the window and others were placed in the foreground of the display. All the appliances shown are connected up to these outlets, and the only signs in the window refer to the outlets. In spite of the varied interest of the window, and the relatively larger size of the appliances compared with the outlets, attention was in this way focussed primarily on the outlets.

The window at the right shows how a dealer borrowed a slogan from *Electrical Merchandising*, and capitalized on the motto "Happiness in Every Room" with the aid of blue-bird cut-outs.





Presenting the idea of "better lighting in 1923." How the McGraw Company at Sioux City, Neb., made an attractive combination of manufacturers' cartons, portable lamps, lighting fixtures and artistic window decorations.

A regular program of window displays that takes into account the changing seasons, special days and local events will surprise you in the amount of business it brings in and in the comment and attention it causes. Nothing gives a merchant greater satisfaction than watching ideas turn into sales, and the development of such ideas is a real pleasure.

Such a program of course should give attention to June brides, school opening and summer vacation; it should "cover" Easter, July Fourth and Christmas. But in all such displays effort should be made to personalize them. Take Election Day for instance. Display a large picture of the newly elected mayor, or one of the candidates, and feature the number of uses he makes of electricity in his home. Display some of the devices, a photo of his home and perhaps pictures of other candidates or electors.

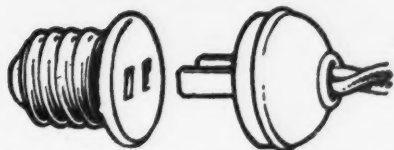
Suppose a new manufacturing plant opens in your neighborhood and uses, in connection with its employees' lunch room, an electric dish washer. Here is an opportunity for a fine window display showing a picture of the plant, a photo of its dish washer and a card explaining the appliance; display, also, a dish washer suitable for home use and feature its labor-saving advantages. Or if the bank opens new offices and uses electric sweepers use this fact in the same way to sell electric sweepers to householders.

Take the summer widower: Tell him through a window display the advantages of electric refrigeration in the home and suggest how much labor this will save the wife and what a nice surprise it would be for her when she returns from vacation.

Sell wiring contracts by way of the display window: Have a few cards lettered showing the number of houses in town that should be wired, the convenience, safety and economy of electricity in the home, and the number of homes you have wired, showing pictures of some and pictures of electric appliances in use in others, then show a few good looking fixtures in the window. Follow this up with a burglar alarm window display.

Aggressive merchandising through a good and constant use of window display space will pay handsome returns and go a long way toward enabling you to maintain fair prices in face of cut-price competition.

The Standard Separable Plug With Parallel Blades



Is made by 14 competing manufacturers.

Is supplied with more than 200 leading lines of appliances.

Fits all standard receptacles and "convenience outlets."

National Electrical Code Revised as Outlined in March Issue

Following a public hearing conducted by the Electrical Committee of the National Fire Protection Association, on Monday, March 12, at the rooms of the New York Board of Fire Underwriters, New York City, the committee held closed sessions on March 13 and 14 and determined to recommend to the National Fire Protection Association for adoption proposed amendments to the National Electrical Code, a new edition of which is to be printed during the coming summer. This action defines the 1923 Code, since the N. F. P. A. body is merely an association of non-electrical fire-protection men who automatically accept the recommendations of their Electrical Committee.

With a few important modifications the changes adopted are substantially those printed in the bulletin which was issued well in advance of the public hearing and the principal features of which were reproduced on page 3197 of the March issue of *Electrical Merchandising*.

The proposal to require an approved weatherproof or rubber insulating covering for line wires operating at a voltage less than 500, was voted down.

The proposal to require barriers between electric meters and gas meters was not adopted.

Modification of Grounding Rules

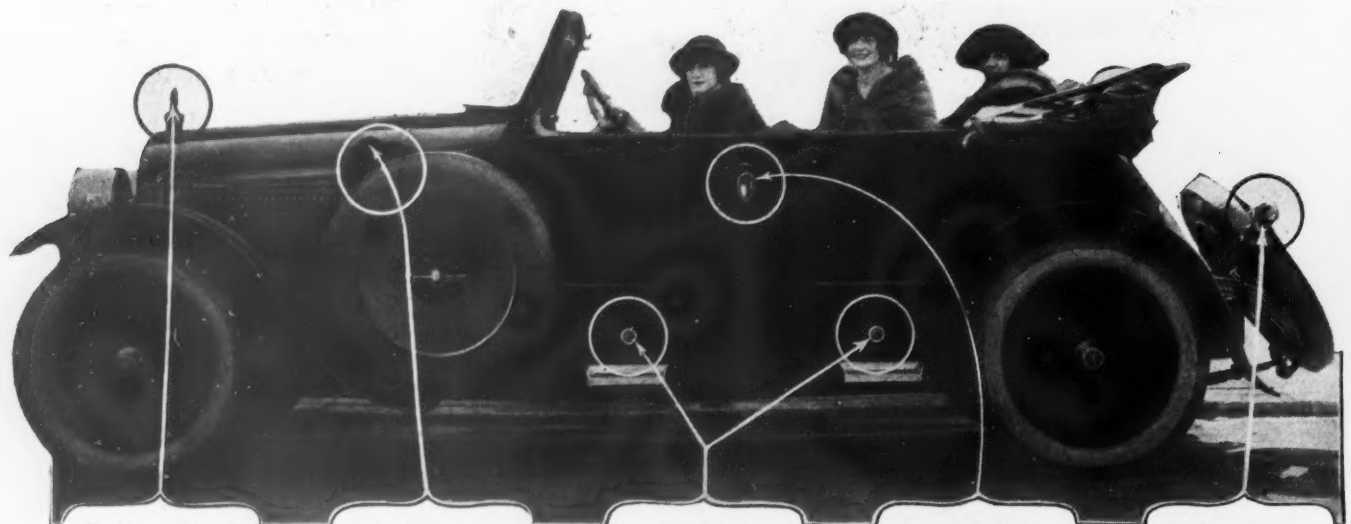
The proposed third paragraph of No. 15-A-j was modified to read as follows:

"Where the secondary system is grounded at the service, the equipment, conduit, armored cable, metal raceways and the like may, by special permission of the inspection department having jurisdiction, be connected to the circuit grounding conductor, but otherwise shall have a separate grounding conductor of its own."

The wrapping and soldering of wires to form a ground connection is not to be absolutely prohibited.

The proposed requirement of a deep outlet box on side walls has been changed to a recommendation.

The requirements for outdoor antennae have been modified in such a way as to require proper clearances and substantial construction but not to prohibit these wires from crossing over or under electric light or power wires, as was originally proposed.

**Radiator Signal**

For the motorist who drives at night — a practical tell-tale light to illuminate the moto-meter, or an electric thermostatic signal which registers on the dashboard.

Engine Light

Important, especially to the older models, is the engine light, located under the hood and operated from a reel to permit inspection of fore part of car.

Step Light

For the step and ground below—an important electrical feature that will bring old cars up to date is the step light, which automatically turns on when door is opened.

Courtesy Light

To make the arm signal effective at night, a courtesy light is essential. Operated from the steering wheel, this unique lamp illuminates the entire side of car and roadway.

Backing Light

Modern equipment calls for three outlets in the rear: a backing light, automatically illuminated by engaging reverse lever; an automatic "stop" signal and the tail light.

The Motoring Market for Better Lights

Convenient Accessories Which You Can Sell to Bring Your Customers' Cars Up to the Present-day Lighting Standards

By C. L. FUNNELL

EVERY once in a while a manufacturer will back off and take a real critical look at what he's been making for the last few months. Once in every two or three whiles he'll decide to do a little better job and improve that product. And usually the minute he starts thinking improvement he begins to think electrically. It has been that way with motor cars. Refinements in the 1923 models have been numerous, and to a surprising extent, electrical: starting, ignition, —lighting. But principally lighting.

Better lighting equipment for the new sedan and sport touring car and enclosed roadster has come about partly as a result of the race between manufacturers to get new fittings that would individualize their own cars, and partly because the mo-

toring public has developed considerably its capacity to motor. Where people once considered their cars as seasonal transportation and pleasure vehicles, to be stored during winter months, they now demand all-year service. That naturally increased the demand for closed cars.

And in the last year motor camping has come in strong. More than a million of our good countrymen went camping with their cars during 1922. These are two tendencies that have had a marked effect on

inside so that the passengers could read on evening trips.

Again, when you drive a closed car and want to slow down or turn sharp right or left you discover that the window at your side is closed and you can't get your arm out to signal to the car just astern of your rear bumper. That condition started another demand. Whereupon the red stop signal, which lights when you push your brake pedal, was developed.

Motor camping intensified the demand for portable lights that would draw their current from the lighting batteries of the car, and which could be set at a dozen different points to assist in the preparation of meals and the making of camp after dark.

Night driving has increased tremendously, both in town and on the suburban and interurban roads. When improvements were made in headlights, that very advance created the need for glare reduction for the lights of cars passing in opposite directions. Dimmers, two sets of bulbs in the headlight frames and the use of smaller side lights ap-



The tonneau light is operated by a single push button switch, which closes the circuit when the car door is opened. This light also may be on a reel to serve as a trouble lamp in case of emergency.

automobile lighting equipment. With the wider use of closed cars people began to want enough light

peared to meet this requirement. Now some of the newer cars are equipped with small side lights just forward of the dash, which not only protect the passing car from glare but serve as well to silhouette the signalling hand of the driver when he indicates his intention to turn or stop.

Side Door Lights for Safety

Side door lights and tonneau lights are other refinements that have appeared on the more recent cars. With the light switch on the side door, lights throw a guiding glow over the step when the door is opened. Tonneau lights are usually arranged with an easily accessible switch, and throw their light on the floor, to assist in retrieving dropped fountain pens or vanity accessories, or to throw light into the side pockets of the car.

All this trend toward more complete lights on cars carries two thoughts of interest to the electrical man. First, every new car thus completely equipped is a rolling market for lamps, fuses, batteries and wiring.

Second, there are some millions of cars in the country that have many years of running still ahead of them, and which are not completely equipped as to electric lights. It doesn't really matter just how many millions of these cars there are. What interests the individual electrical man is how many there are in his own community. And it doesn't take any expert statistician to prove that there are enough in every city and town to present a distinctly sizeable opportunity.

Every car without headlight

Electric Lighting Equipment That Every Auto Needs

Only about one car in 120 is electrically complete. The rest are in the market for

Stop Signals
Spot Lights
Side Lights
Dash Lights
Door Lights
Backing Lights
Parking Lights
Tonneau Lights
Portable Lights
Headlight Dimmers
Thermometer Lights
Drum Type Headlights
Dome Lights for Sedans

dimmers, side lights, parking light, tonneau light and door lights is like a residence that has only one lamp in each room. Car-wiring is easier than house-wiring. Figured per hour of labor and per dollar of profit on accessories installed, it is just as good

a business proposition. And there is plenty of such business to go after.

How to Get Prospects' Names

Names of motor car owners are available from county and state records. A letter, or even a post card, addressed to each motor-car owner inviting him to bring his car to the electric shop for an estimate on making it complete from an electric lighting standpoint, should pay for itself several times over.

Where complete rewiring of a car looks like too much of an undertaking to the owner, there are any number of profitable portions of the job that may be done quickly. Where a man has old style black enamel, parabola shaped headlights, for example, it isn't hard to convince him that a pair of nickel plated drum-type lamps will improve the appearance of his car materially.

Dome lights are easily installed in sedans and limousines, together with a neat flush type switch. Tonneau lights and door lights can be mounted quickly, too.

There are numerous ways of fitting the two-year-old car with a headlight dimming device. Several systems are available which make it possible for the driver to cut his headlight glare by pushing a button on the steering wheel or on the floor board. Small side lights, with a convenient switch form another alternative, and this plan has the advantage of providing a low-current parking light.

At least one of the newer cars carries a backing light which throws a white light to the rear when the driver engages his reverse gear. Variations of this plan can be easily



An excellent example of correct motor car illumination is to be found in the Wills Sainte Claire, illustrated in this group. The courtesy light silhouettes the arm in turning or stopping, and in addition throws a brilliant beam of light to a breadth of 65 feet, as shown above and at the right.

For backing out of or into the garage, or when turning in a poorly lighted street or country road, the backing light, shown at left, will prove invaluable.



worked out. In connection with this installation it is a simple matter to mount a red stop signal that will light whenever the foot brake goes on.

Truly, the motor cars constitute an enormous market for electric

lights and lighting equipment. And since motorists are the sort of people who enjoy well equipped homes and have the money to own electrical equipment, there is a double urge for the electrical man to go after automobile lighting business.

"That Booklet's Worth Saving"

—Ways to Insure Reading of the Manufacturers' Printed Booklets

By CALVIN LINDLEY

"WHAT am I going to do with all this stuff?" asked the electrical dealer as he opened up a bundle of advertising folders that had just come in from a vacuum cleaner manufacturer. "I can't mail out everything that every manufacturer sends me. It takes too much time and the two cents postage on each is a big item. On the other hand I don't want to have kids strewing them around and cluttering up hallways and mail boxes; some women get sore at that and you never can tell whether it hurts business or not. Still, I don't like to waste good advertising matter."

"Say, there's some good stuff in these folders," said his friend the advertising man, who had been glancing through one of them. "It's worth preserving." And just then an idea came to him.

"This is too good a piece of advertising to be handed around hit or miss. It will interest most women—it tells them things about cleaning that lots of them never heard of. But more of them will be likely to read it if you treat it as something that is too valuable to be scattered broadcast. Do you suppose you can get hold of half a dozen quart fruit jars?"

While a boy was dispatched for some fruit jars to a friendly grocer one of the display windows was cleared of everything at the advertising man's suggestion. Some of the vacuum cleaners were installed. When the boy returned the advertising man took one of the jars, unscrewed the cap and carefully placed one of the folders in it, title page out. With the others he did the same.

Then a small kitchen table was secured and placed in the window up near the glass. The boy was sent to borrow some packages of sugar

and spices. The jars were placed in a row on the table with the folders next to the sidewalk. The sugar and spices, some jar rubbers and a fruit jar wrench were left lying carelessly on the table.

"Looks like canning," remarked the boy. The advertising man was busy lettering a card. When he had it in the window they saw:

WORTH PRESERVING

They knew how to "put up" this folder
"Sweetened" with ideas on saving nice rugs.
"Spiced" with new uses for vacuum cleaners.
If you'll read it, ask for one.

Thus by making the folder seem too valuable for promiscuous distribution and talking "shop" to the women, the advertising man had lifted it out of the class of: "Oh, that's another old circular." And with slight changes the plan can be used for a great many appliances.

Where a dealer does not care to go to the expense of mailing out the literature furnished him there are many novel ways of featuring it in connection with the window display, and by making it seem really desirable, inducing requests for it.

One way—if the folder is small—is to show the article in the window. Get a number of large nut-shells and in the halves of these place the folders. Arrange them in a row in front of some washing machines. Use a card that says:

IN A NUTSHELL

This folder explains the washer. The washer question is a hard nut to crack but we've done it. Come in and get the "meat" of the idea.

If you have electrical merchandise that interests the men, and the advertising is of vest-pocket size as it should be, hang a line of vests along the front of the window. In the upper pocket of each have a card or booklet projecting. Have a sign that reads:

BRING YOUR VEST IN TO BE FITTED—

This booklet wears well with men who are interested in good flashlights.

A good plan where the booklet contains information about merchandising that will appeal to all members of the family—as in radio outfits—is to make an "index" upon a large card for the window. Such a card would read like this:

JUST OUT—IN THIS ISSUE

For the woman who runs the house	Page 7
For the man who pays the bill	Page 3
For the growing girl	Page 4
For an enterprising boy	Page 2
For lovers of good music	Page 9

When the booklet or folder is full of real information as to the uses of an electrical appliance, show the article in the window together with what are plainly money bags, ends of the advertising matter protruding above the tops of each bag. Make an accompanying sign:

A WEALTH OF SUGGESTIONS

About using washers are to be found in this booklet. Come in and get one.

Along the same line is the bank book idea. Get your bank to lend you several pass-books. Into these slip folders and place a rubber band around the whole just as people do when they are carrying currency and checks to the bank for deposit. Put these into the window with the electrical appliance and let the sign explain:

DEPOSITED TO YOUR CREDIT

One of these booklets has been deposited with us for you. We promise a high rate of interest. Get one.

Can you get hold of an old-fashioned ear-trumpet? If you can use it in the window together with booklets and merchandise and couple this unusual exhibit by a card that says:

WE WANT A HEARING

This booklet fairly shouts good reasons for using the _____ washer. Get one—right inside the door.

Then there is the plan of getting the bank which makes a practice of supplying pay envelopes containing its advertising to furnish you with enough for the enclosure of your supply of not too bulky advertisements. This advertises the bank as much as it does you but there is the valuable suggestion that there is payment for the reader inside the little envelope. This sign should read:

IT'S PAY DAY FOR YOU

Any time you buy—. We're holding your envelope; come in and get it.

While it is true that advertising matter thrown about without any plan does now and then strike a prospect, the returns are always in proportion to the number of persons who read booklets and folders with their interest aroused.



Sell Colored Lamps—the Ladies Love 'em!

FOR a long time, colored electric lamps have been used only for electric signs. The sale of those lamps was an adjunct of the street decorating and electric sign business. But not any more. The Commonwealth Edison sales force of the contract department, has tapped a new reservoir of sales endeavor that augurs big returns—the use of colored electric lamps by housewives, and also by shopkeepers with show windows that need real decoration.

A salesman starts out with his colored-lamp sample case. He enters a residence territory and starts down the block ringing back-door bells as he progresses. Getting a housewife interested in colored lamps as a medium of decoration—in

table lamps and for party ornamentation—he gets permission to demonstrate. Opening his sample case he plugs into a light socket and illuminates his samples one by one, showing in the actual environment of the home the artistic effect of the colored lamp. The prospect indicates her choice on the order form and the lamps are delivered next day.

The same thing is done in the case of shopkeepers. The salesman demonstrates the colored lamps right in the show window. The appeal in both cases is irresistible.

All of which once more indicates that simple merchandising ideas are the kind that bring home the bacon of merchandising success.



The salesman attaches the cord of his lamp-case to the nearest socket, and the beautifully-colored lamps inside are ready for lighting, each at the touch of its button.

The order form that the colored-lamp solicitors use in their calls is also shown at the right. If the prospective purchaser makes up her mind at once the salesman takes the order card with him and turns it in at the end of the day. If the purchaser is undecided, the salesman leaves the card and the purchaser can mail it in when she is ready. Note that the order blank is in postcard form, with accurate color reproductions of the various lamp tints.



Gentlemen:—

Chicago, Ill., 192...

Please have your Lamp Renewal wagon deliver to my home the following lamps:

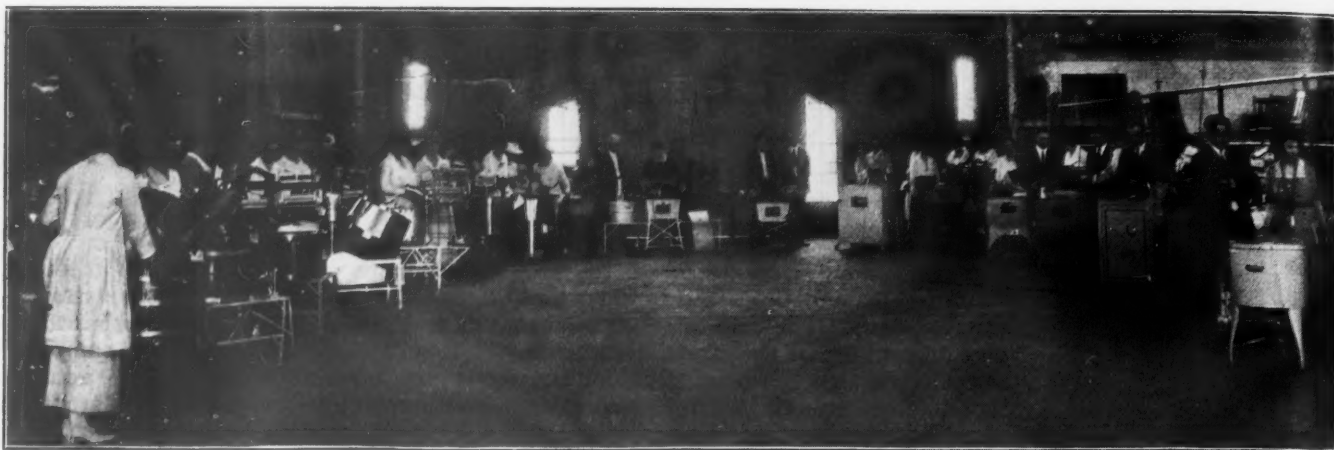
quantity.....color No.....watts.....

NOTE—Fireside Glow Lamps (Color No. 1) may be obtained in either the 60-watt or 25-watt size, all other color lamps are 25 watts. Renewal price of 25-watt lamps "P-19" is 25 cents. 60-watt lamps 12 cents.

Name.....

Address.....

House.....Apt.....



The women shown above are all home demonstration agents working under the Iowa State College and Federal Department of Agriculture. They are more closely in touch

than anyone else with what women are wanting for their homes. Consequently, they are studying washing machines so they can answer the questions that are being

asked them. These are the kind of meetings and exhibits which the American Washing Machine Manufacturers' Association is promoting in nearly every state.

Winning the Support of Home Economic Leaders to Teach Electric Laundering

Through Its New Educational Department, the American Washing Machine Manufacturers' Association Is Instructing Thousands of Home Economics Leaders Yearly

BY MARY E. KEOWN

American Washing Machine Manufacturers' Association

EVERY state has its trained women who are teaching better methods of home making—such as the home economics teachers of the colleges and normal schools, and the home demonstration agents who work under the direction of the U. S. Department of Agriculture.

These women, through the very fact of their teaching better house-keeping methods, have become natural allies of the electrical dealers and strong advocates of the more extensive use of electricity in the home. Their influence with housekeepers is powerful, too, for the average woman naturally turns to the trained home economics teacher or Government extension worker for disinterested, impartial opinions.

The realization is just coming to some of us that we are crossing the threshold of a new era of house-keeping and that we are soon to see the widespread use of labor and time saving equipment in the home. The census figures of 1920 furnish proof that in the ten years just past, household servants have decreased in number 25 per cent while mechanical engineers in the same period have increased 150 per cent. Manufacturers of household equipment are

employing a large proportion of these engineers to develop home appliances and conveniences.

Naturally, the trained Home Economics woman, like the doctor or lawyer in his profession, is studying the situation and is the one to first advise and counsel women on improved methods and appliances.

When the American Washing Machine Association, therefore, established its new Education Department, one of the first tasks of the department was to reach these home economics leaders. It had, in brief, to offer assistance and detailed instruction on washing machines and home laundering to these hundreds of leaders and teachers—in order that they, in turn, might pass on their belief in electrical laundering equipment to the housekeepers with whom they came in contact.

There is no doubt that the field we have to work is fertile but needs cultivation. We know that three million electric washers have already been placed in American homes, or in other words that one of every three homes where electricity is available has had the use of an electric washing machine. If we look over our electrical figures still further, we

find that one million two hundred thousand houses have been wired in the year 1922 alone, with 422,927 electric washers sold during the same period. That leaves us with about 64 per cent of those newly wired homes still as an immediate market for washing machines, while replacements and the new markets created every year gives us plenty to do.

And this is how, both directly and indirectly, we are helping every washing machine dealer in the country.

Through Home Economics Leaders

During the year, representatives of the Educational Department attend state meetings and meet thousands of selected women—teachers, extension workers or delegates from home economics groups. Each of these women comes, not as an individual but representing at least twenty other women of her class or club.

At these meetings, we have exhibits and demonstrations of washing machines of all types and power, so that the women present can learn intelligently to select and operate a clothes washer. Detailed instruction is given in proper laundry methods. We show the value of a washing ma-

chine in saving time and strength, and urge that the purchaser consider its purchase price as an investment and saving in her budget, and not as an expenditure which brings her no returns. It is suggested that she has an obligation to learn to use the machine properly, in order that she may get the complete satisfaction that justifies the investment.

We always have a discussion with these home economics leaders on ways of using this information in their many organizations in the state. From these discussions, programmes or courses of study are made and distributed widely by the state institution to organized girls' clubs, women's clubs and home economics departments.

Increased Sales of Machines

The definite follow-up educational work done impartially by these household experts has brought unusual returns. And because of this connection with a recognized and disinterested organization in each state, we have been able to cover a great deal of territory and already show satisfactory results in increased sales.

The state sales representatives of the various washing machines are always present at these state meetings. Thus, the sales directors become acquainted with the home economics leaders, and arrange follow-up educational demonstrations to be given by local dealers, before their own possible customers. Often, we urge that the teachers get in touch

with their local dealers in washing machines, and arrange for them to give demonstrations and talks.

Women all over the United States are asking questions on home laundering and the proper selection of a washing machine. To help answer these questions, the association publishes a series of bulletins to be distributed only on request. The bulletins contain information on stain removal, the selection and use of soaps, bluing, starches and other laundry supplies, actual washing methods and the equipment of a home laundry. One bulletin of the series that has been most popular is on washing machines.

More than 5,000 home economics leaders are using these bulletins as a text for their classes and clubs and in the campaigns for more washing machines in the home. Also, many manufacturers have supplied them to their dealers.

Such, in brief, is our programme of service to the washing machine dealer—but, after all, merchandising is the thing, and all of this is but to set the stage for the performance and to increase and enthuse the audience. We believe, though, that what we are doing is a real "dealer help," designed to aid the washing machine dealer to get his fair share of the washing machine volume. It is a "dealer help," given to the dealers by the manufacturers, individually and as an association, and is something which as yet no other organization has provided.

The New Decorative Idea in Home Wiring

(Continued from page 3245)

new interest. It has decorative possibilities!

Even door-knobs, up to now, have received more of her attention than her push-button plates—though the latter occupy a far more conspicuous position in the room.

But now, when even the pushbutton plate can play a part in the color symphony which she tries to create in every room, she will no longer be content with the formula, "brushed brass plates." She will select a rather formal design—perhaps in silver—for the hall and dining room; a gay, intimate one for the living room; a dainty one for the bedroom; and a plain white enameled one for the bathroom. Incidentally, these may be easily cleaned of finger marks with a soft, damp cloth.

In short, these electrical accessories are at last being taken out of the "hardware" class—in women's eyes. They're becoming "interesting." "Why, I never associated electricity with any thing like that," a woman said, when she first saw a dainty, hand-painted pushbutton plate in a friend's home. "I've always thought of it in connection with horrid porcelain things and black knobs and rusty brass squares—which I'd use while I tried not to see them!"

To the electrical contractor, then, the designing of the more decorative accessories means an opportunity of making his work more interesting to women. He will come to the house in somewhat the guise of the interior decorator, rather than merely an electrician, when he can show the housewife how his wares will add to the beauty as well as to the convenience of her home. There isn't a woman living who, shown the colorful new wiring devices just described, will not be tempted by them, in preference to the merely utilitarian—notwithstanding the slightly increased cost.

Before completing any wiring job, the electrical contractor should show the housewife some of the new switches—and show them in place on her wall, if possible. Whether the home be a cottage or a mansion, we'll wager he'll have her very shortly in an animated discussion of their decorative possibilities for various rooms—and leave several of them with her!



Here is a typical gathering of home demonstration agents in Alabama, learning the operation of electric washers. "Often," says Miss Keown, "we urge that these teachers

get in touch with their local dealers in washing machines, and arrange for them to give follow-up educational demonstrations and talks."

Concentrating on the Live Prospects

How a Farm-Electric Supply House Uses Direct-by-Mail Advertising to Winnow Out the Really Likely Buyers

BY JOHN T. BARTLETT

ANY owner of a farm is—in theory—a prospect for a farm electric light and power plant. Of these theoretical, or nominal, prospects, there are hundreds of thousands in the United States.

Every farm light and power plant dealer, however, knows that there is a great difference between merely nominal, or theoretical, prospects, and *actual* prospects. Whether a man can be converted into a light plant user, depends on many more things than the simple ownership of a farm. One of these factors is his financial condition. Another factor is the degree of equipment on the farm—are there other things, which in spending his surplus, the owner will put ahead of a light plant? Family attitude toward "modern improvements" may mean that the nominal prospect is not a prospect at all.

Economical selling demands that the electric-plant dealer use as little as possible of his own time and his salesmen's time talking to farm owners there is little likelihood of selling. Making his selling effort, in other words, the dealer needs at the outset some economical method of sorting out real prospects from nominal ones.

Great Possibilities of Direct-Mail Advertising

The possibilities in direct-mail advertising for performing this function are being well recognized by some dealers. A Denver light plant dealer is a good illustration.

This dealer has distribution of a light and power plant system in the states of Colorado, Wyoming and New Mexico. He has developed a mail system by separating real prospects from nominal ones which in respect to expense is paltry, yet which, as regards results, brings in a number of real prospects which is responsible to a great extent for the large increase in business that his last year's sales represent over those of the year before. The concern re-

ferred to is the Lalley-Whitmore Electric Company, of Court Place, Denver.

Assessed Valuations Gives List of Farmers

For a list, this dealer uses an officially compiled roll of farm owners. This list is made up from the county assessment lists of the state. It covers such details as assessed valuation of real estate, number of horses, number of cattle, etc. This list is as nearly accurate, up to the minute, as it is possible, to make a list.

This list furnishes sufficient information for the dealer given to deduction to pick immediately farmers who, probably, are better prospects than others. At one time in the past—while it was learning how—this company had a rule directing that only farm owners with an assessed valuation of \$10,000 or above should be circularized. This rule, however, was long ago discarded. Picking out farm owners to send so-called "winnowing out" literature, Mr. Whitmore often selects men whose farms are assessed at less than this amount. He doesn't attempt to send mail matter to every name on the list. For example, he selects districts which, from his knowledge of local farm crop conditions, he considers likely places to work. Often he mails to farm owners

who just simply "look good" to him, for reasons which he himself would find it hard to explain.

To names obtained in this manner, the Lalley-Whitmore company sends a standardized mailing. The letters go out from the Denver office practically every business day in the year. The stream of replies flows back consistently through the year.

The Standardized Mailing Plan a Novel Feature

The mailing is an economical one. All direct-mail experience has demonstrated that it is very easy to spend more money on "winnowing out" mail literature than the results will justify. Judgment must determine just how much can be spent to get results on an economical basis.

The Whitmore standardized mailing comprises:

1. A 12-page folder describing the farm light and power plant. This folder is printed and supplied by the manufacturers. It is small, the page size being 2½ in. by 5 in.
2. A monthly price list.
3. A return-addressed post card.

The monthly price list is the original, novel feature of the sales plan, and undoubtedly contributes much to its effectiveness. This price-list is printed on a single sheet of letter size—8½ in. by 11 in. paper, both sides, and is an order blank as well as a price list. It quotes the f.o.b. Denver prices on the various models of light plants and batteries. The Lalley-Whitmore Electric Company is described in the head as, "The 32-volt and 110-volt Wholesale Electric Supply House."

The price list quotes each and quantity prices on a complete list of supplies needed for wiring work. Some fifty items under this general head appear on the list. In the way of appliances, the price list includes two makes of vacuum cleaners, a back-gear ¼-hp. utility motor, a power stand, a 5-gallon electric churn, 32-volt or 110-volt; a washing ma-

The Three Steps in This Farm-Plant Dealer's Selling Process

First, a "winnowing-out" letter which gets the return card.

Second, a visit which establishes personal confidence in the salesman and enlightens him concerning the "lay of the ground."

Third, a later visit or visits, when the "dotted-line" accomplishment is attained.

chine motor; three different irons; and an electric washer.

When the writer explains that this price list quotes wholesale prices, the reader will begin to see one source of "pull" in it. Farmers as a class are close buyers, keen to the appeal of a lower price. They are given to "shopping around." Even when a family doesn't patronize the big mail order houses more or less, it usually has the latest catalog on the sitting-room table, mighty well thumbed. The mail order catalog is a club which gets "shaded" prices out of many a small town retailer.

Vanquishing Mail-Order Competition

The prices that the Whitmore company quotes are lower than retailers charge, as investigation proves to the farmer. Also, they beat mail order houses. Thus, on a recent price list, the farmer would find the price \$40, for a utility motor with a known firm back of it, compared with \$41 asked by Sears on the same type with no name behind it—and in addition the Whitmore price was f.o.b. Denver, the mail order price being f.o.b. Chicago.

The feeling that he will get his appliances, etc., cheaper than other people appeals to the farmer. It carries the right suggestion, powerfully, as to the practical character of a light plant purchase.

The reader is told to write for quotations on any items he is interested in that are not listed.

From time to time, the price list is mailed to all users of the plant Whitmore sells, and also to a comprehensive list of Colorado-Wyoming-New Mexico users of other plants. It is an economical way to reach prospective buyers of appliances. The average buyer of a light plant will not acquire at the same time all the appliances the household ultimately will use. The Whitmore company finds that it pays to keep in touch with all users, impressing on them the reasonableness of their prices on standard goods.

Three Steps in the Sale of a Plant

This standardized mailing, seeking actual prospects, once in a great while, draws a merely "curious" returned card. The company tells of an instance where a salesman travelled better than two hundred miles, only to find a schoolgirl had mailed the card, and the family had no serious interest.

But such cases don't occur often enough to prove a problem. It would be possible to reduce them to about nil, undoubtedly, by baldly stating that a personal visit would follow the receipt of the card. However, it is desirable to soft-pedal any suggestion of the latter.

The selling process with the Whitmore firm sifts down to this. First, a "winnowing out letter" which gets the return card. Second, a visit which establishes personal confidence in the salesman and enlightens him concerning the "lay of the ground." Third, a later visit or visits when the dotted line accomplishment is attained. Mr. Whitmore declares that it is seldom practical to sell a man a light plant on a first visit, and sales strategy which endeavors to conclude in one interview, rather than build for a later meeting, generally defeats itself.

All sellers of light plants, washers, ironers, cleaners, etc., have the general problem to handle which the Whitmore concern solves with its

standardized mailing. The general principles this concern observes will be fruitful when respected by these others.

An Attractive Setting for the Appliance

If a piano can be shown in an attractive setting at a household show with a very small expense, why cannot bulky electric washers and other appliances be exhibited as invitingly? This piano man made a gilt picture frame larger than the piano and stood it in front of the instrument. A smaller frame of boards was made for the background. Red cloth was used for the background, for the top and sides of a "tunnel" that sloped back and naturally focussed the eye upon the instrument. The dealer who wanted to go to the expense of imitation-tile wall paper could make an effective setting for a washer, which, of course, should be in addition to the machine for demonstration.

CUSTOMER'S ORDER BLANK

SHIP TO.....	DATE.....
STREET.....	CITY.....
Enclosed find \$.....in full payment of order.	Ship by { Freight Express Parcel Post }
Enclosed find \$.....deposit on order.	

WIRING SUPPLIES

Quantity	Each	10@	100@	Amount
No. 903 Benj. Swivel Attach Plug.....	.25	.20	.16	
Separable Attachment Plug.....	.20	.16	.14	
No. 92 Benj. 2-light Plug Cluster.....	1.00	.70	.66	
No. 93 Benj. 3-light Plug Cluster.....	1.25	.88	.84	
Yard Light with 10" Reflector and W. P. Socket.....	2.75	2.25	2.00	
Sectional Loom Boxes.....	.20	.18	.16	
Single Branch Cutouts.....	.32	.28	.23	
Double Branch Cutouts.....	.62	.50	.43	
Plug Fuses 10-30 Amp.....	.06	.05	.04	
2 Piece Cleat Rosettes.....	.20	.14	.11½	
2 Piece Concealed Rosettes.....	.20	.14	.11½	
1 Piece Cleat or Conc. Rosettes.....	.10	.08	.07	
1 Screw Cleat Porc. Receptacle.....	.10	.09½	.09	
2 Screw Cleat Porc. Receptacle.....	.15	.14½	.13½	
Edison Base Board Flush Receptacles No. 36817.....	.22	.18	.13	
Receptacle Plates BB No. 36818.....	.32	.28	.22	
S. P. Flush Switches G. E. 632.....	.32	.28	.23	
3-Way Flush Switches G. E. 634.....	.50	.40	.35	
S. P. Snap Switches G. E. 240.....	.32	.26	.22	
3 Way Snap Switches.....	.50	.45	.40	
S. P. Snap Switches Ind. G. E. 239.....	.36	.30	.24	
Switch Plates BB, per gang to 3 gang.....	.16	.14	.12	
Pendant Switches Porc.....	.50	.40	.35	
Entrance Switches Double Pole.....	.75	.60	.50	
½" Key Sockets.....	.33	.25	.21	
½" Keyless Sockets.....	.30	.24	.19	
½" Pull Chain Sockets.....	.60	.50	.45	
Pony Glass Insulator No. 9.....	.08	.06½	.06	
Oak Bracket Painted 1½"x12".....	.05	.04½	.03	
Lamp Guards.....	.30	.26	.24	
Lbs. Wire Solder, per lb.....	.30	.28	.25	
2-oz. cans Soldering Paste.....	.15	.11½	.10	
Lbs. Friction Tape.....Per Lb.	.45	.40	.36	
Lbs. Rubber Tape.....Per Lb.	.45	.42	.40	

The monthly price list is the original, novel feature of the sales plan, and undoubtedly contributes much to its effectiveness. This price-list is printed on a single sheet of letter size—8½ in. by 11 in.—paper, both sides, and is both order blank and price list. The price list quotes each and quantity prices on a complete list of supplies needed

for wiring work. Some fifty items under this general head appear on the list. In the way of appliances, the price list includes two makes of vacuum cleaners, a back-gear ¾ hp. utility motor, a power stand, a 5-gallon electric churn, 32 volts or 110 volts; a washing machine motor; three different irons; and an electric washer.

Thirty Ways to Stop Business Leaks

IN SPITE of the fact that business in general is again booming every dealer should guard against leaks and wasteful outlays. Money saving ideas like those here suggested—and others that will readily occur to any merchant—will build up the electrical business man's bank balance from savings effected.

Forgotten Charges

Contractor-dealers who are wondering where their profits have gone when there are no findable reasons for the loss, may benefit by establishing the following store rules:

1. Charge every item taken on a job whether used or not.
2. Credit items not used only when returned.
3. Make a thorough check-up before leaving a completed job.
4. Fill out the record slip on an over-the-counter charge sale before waiting on the next customer, no matter how rushed you are.
5. Charge up every "on approval" sale before the article leaves the store. Then make the proper entry when goods are returned or paid for.
6. Make a record on the spot of charge sales made in the shop.

These suggestions by experienced dealers are the only sure protection from that most insidious and dangerous of all store leaks—forgotten charges.

Playing Favorites Costs Profits and Loses Customers

Mark your goods on the basis of a living profit; then make "one price to all," a fixed policy. If you allow a quantity discount, make this open to all. Playing favorites loses customers. Some of them occasionally compare notes. Special rebates to friends by proprietor or clerks is another leak which is almost as dangerous as forgotten charges.

Overcharges on Freight Bills

Some dealers located at considerable distances from the market make a practice of having their freight bills audited. There are dependable firms which make a business of such audits. Their pay is a percentage of all freight rebates secured. Overcharges totalling anywhere from ten dollars to several hundred dollars a year are no uncommon experience.

Overstocks Reduce Profits

Buying stocks of goods larger than are justified by current demands reduces turnover and cuts down net profits. This kind of buying loads the overhead with an interest charge for money borrowed to buy other needed stocks and to discount bills. Keep posted on the requirements of your community and make it a policy to buy little and often. The extra work will not be great and your net profit will be larger at the end of the year.

Wasteful Use of Store Supplies that Cost Money

Do not let clerks use an extra large sheet of wrapping paper when a smaller one will do just as well. Such waste will amount to a considerable sum in the course of a year. This same principle applies where unnecessary "rounds" are made with the twine and where you wrap goods which are already packed in neat strong containers. The use of expensive stationery for scratch paper, or a large billhead when a half or one-third size page would do is also costly. In one store where the subject was investigated a little over fifty dollars was saved the first year.

The Loss from "Stickers"

How much money have you locked up in dead stock like old fixtures, out of date items, shop worn goods, broken,

damaged or "no demand" articles? To all intents and purposes your money is already lost in such cases. Whatever you can get out of such stock is clear gain. Get this stock together, price it at whatever it will bring. Advertise it. Display it. Get rid of it even if you have to send it to the auction room or the junkman. Every dollar you get out of such a sale will have the virtue of being a live one.

Eliminate Losses from Careless Checking

Check up carefully every order of goods received. If you find any shortages note the exact amounts. If there are any defective articles make memorandums describing defects. Notify at once the firm from whom the goods were purchased. You can then get the proper allowances. If this is not done you will be out the amount of the shortage and the profits on the missing goods, while damaged goods will have to be sold at a loss to you.

Saving the Cost of Surplus Help

Arrange for part-time clerks for the two busy months in Spring and the rush time in the late Fall and through the holiday season. Capable men and women can be found in every town willing to hire out in this way. This plan is saving many dealers half the annual salary of one regular clerk.

Poor Window Displays

Make every window display draw trade for your store. Successful dealers change a display quickly if it does not make sales almost from the start. With window space often renting at from \$5 a day up to \$100 a week, according to location, you are losing if yours is idle. Keep your windows producing business. Every issue of *Electrical Merchandising* has helpful ideas on the subject.

Overduplication Reduces Profits

A definite increase in turnover is often secured by closing out duplicate lines. Take the case where six different makes of radio supplies were handled. The number was reduced to three with no loss of sales. This change brought more profit on half the original investment. The same thing was done with electric irons. One dealer put his fixture stock on a fine paying basis by reducing his number of styles and patterns. This increased his turnover from two turns to six turns a year and his net annual profit from 6 per cent to 18 per cent.



Save clerks' time and extra clerk hire by arranging stock so that customers can handle goods and sell themselves.

and Losses — *Reducing Running Expenses and Increasing Profits*

By ARTHUR E. TOWNE



Have your mailing list checked at frequent intervals to weed out dead names, "move-aways," and changes.

Cutting the Waste from the Mailing List

A good many dealers revise their mailing lists at frequent intervals. Names and addresses are corrected, changed or stricken out as required. Whenever it is learned that a customer is interested in any article a note is made of the fact. All new names are gone over before being entered. Those of people who do not have electricity are omitted. Where customers are not tax payers this point is noted. It costs at least five cents to send a letter and not less than three cents to send a circular so lists are classified and kept as alive as possible. Also literature is sent out strictly in line with the information secured. These two things prevent much waste of advertising appropriation.

The Leak in Slow Pay Accounts Reduces Profits

Slow pay accounts reduce turnover and profits. They tie up cash which the dealer would have if the goods had gone to good pay customers. They interfere with the discounting of bills. Sometimes the dealer must borrow money to carry such accounts. This means an interest charge. Some dealers decline such accounts, except in cases where there are good prospects of improvement. Others fix credit limits, and require settlement before more goods will be delivered. In general, promptness in making collections is the best cure. One dealer who adopted all three of these policies says that sales dropped off a little the first year. After that he soon had them up to an even higher level as the change gave him a little more money and time for constructive work. Best of all his net profit showed improvement from the first.

Men Doing Boys' Work

Some electrical dealers have adopted the department store plan of dividing selling responsibilities. With this plan the \$25 a week salesman has very little of his time absorbed in \$12 a week work. This change lowers the selling cost of scores of staple items and contributes to increased sales of those profitable specialties which require salesmanship to move.

Discounting Your Bills

A going business has something to add to its net profits after inventory is closed. This profit is not the product of better turnover or a higher markup. It is an extra—a plus profit, one of the cleanest and surest a dealer can get and the one most often lost. We refer to the 2 per cent discounts for payment of bills in 10 days. Supposing you paid out \$20,000 for stock bought and afterwards sold during the year. Two per cent on \$20,000 is \$400. Borrow the money if you need to and discount your bills. The interest on the loan will not exceed \$150. Many a successful business has built up its working capital from 2 per cent discounts.

Unloading Overstocks

Retailers occasionally feature cut-price sales to liven up trade. Every article sold at a reduced price, however, represents some loss of profit. This loss is not made up in the sale of other goods. What really happens is that the other profits are diluted the amount of the cut. As such sales are in part an advertising dodge the loss may be entered accordingly as an expense item. However, if such sales do not get real results the advertising appropriation is proportionately wasted. When cut-price sales are for the purpose of unloading overstocks on an "off year" the sacrifice goes on the loss side of the profit and loss account. The best protection from such leaks is buying little and often.

Poor Interior Displays Costly

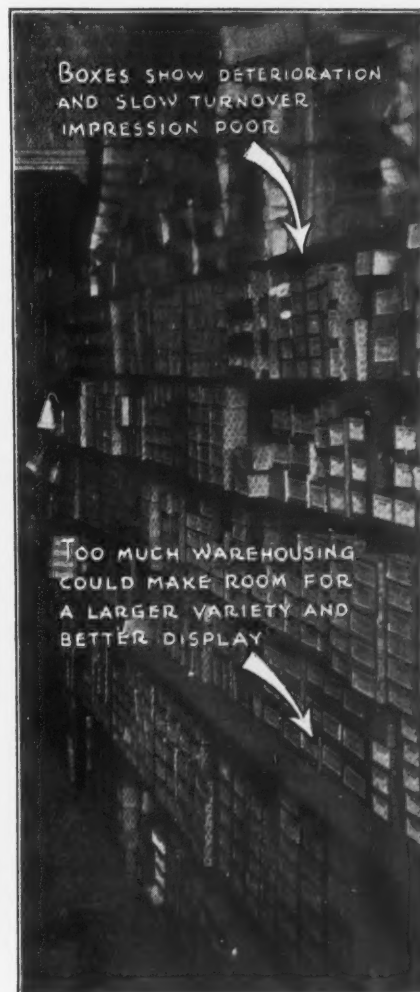
Main-floor shelf room used for warehousing purposes loses sales by crowding into the background goods which need to be shown in order to sell. Limit the supply of items in the different store departments to just about three or four weeks' supply. This will make room for a good display of every item that needs showing. The surplus stock can go in the basement or store-room, where rent space is not half as costly. Take a lesson from the 5-and-10 cent store. Here, stocks are condensed, to

less than a week's supply of each item. More lines are shown than would ordinarily be seen in stores two or three times their size—and sales are increased proportionately. Everything is sampled. The goods are all in plain sight. Most of them can be examined without a clerk's assistance.

"Out of Stock" Means Costly Loss of Sales

When a dealer's supply of a regular line is temporarily "out," more or less sales are lost. But there are other losses. Customers may go elsewhere for their wants and eventually drift off, taking away patronage that had been a steady sales income to the dealer.

The best safeguard against this "out of stock" situation is a simple record of purchases and sales for three or



Retail-store shelves make expensive warehouse space. Make room for a good display of every item by cutting down the main-floor stock of each article to a two or three weeks' supply.

four years back, and a Want Book. The record of purchases and sales will serve as a guide as to quantities needed. And the Want Book will show *what* is needed. This book must be kept up—religiously. Every “want” entry must be made with enough leeway so that replacement stocks will be sure to arrive before the old ones are sold out. A certain dealer who took on this plan stopped a loss of sales that averaged \$10 a week or over \$500 a year.

The Loss from Waste Shelf Space

Waste shelf room raises the rent load of your stock. Adjust the shelves so that your boxes and package goods will just fit. In the space thus made vacant, put in new sellers. These will build up your volume of sales and reduce the per cent of your rent cost and your overhead.

Quality Saves Trade

Successful merchants base their sales appeal on the quality of their goods. This is the best insurance against loss from customers going elsewhere when they want something good. Also, quality is the basis of that most valuable of all advertising—advertising which money cannot buy—the recommendation and praise of satisfied customers.

Knowing the Goods Prevents Lost Sales

Many a sale is lost through lack of knowledge of the goods on the part of the salesman. Not only is the profit on the sale lost but every such instance brings a train of other losses. The salesman's time for which cash is paid is lost. There is a waste in the dealer's advertising investment. Turnover is slowed down. In one instance it was

found that the average cost of each loss traceable to lack of knowledge of the goods was \$2. Such losses of business and capital can be done away with by a little education. Discuss with your clerks the merits of your goods. Make the study of manufacturer's literature and selling helps a store policy and get pointers from the traveling salesmen.

Thoughtlessness Loses Sales

Good sales are lost by the salesmen neglecting to impart information which the customer needs. For example: With a two-way plug an electric toaster could have been used with the socket in a certain breakfast nook. The clerk did not think of this and so lost the sale of both plug and toaster. With a little instruction, often by good example alone, salesmen can be trained to a point where their knowledge will be sought by many a customer. It is this type of salesman of whom it is most often remarked, “I will ask So-and-So. He knows.” The result is usually a sale. Such a reputation is a store asset. It will not only prevent the loss of many a sale but it is actually creative of new business.

Protecting Goods from Depreciation

Neat, inexpensive covers can be had which will effectively protect silk and parchment lamp shades from fading, dust and flies. Open shelving can be provided with curtains which can be easily hung at night and will help preserve the freshness of appliances and other goods carried there. Glass floor and wall cases are the best protection of all for a great many articles of electrical merchandise and will eventually pay for themselves. In general protection of the kind noted will substantially reduce the depreciation of goods and maintenance costs.

The Cost of Lost Time

Introduce a little “time-study” in your business. See if your salesmen or office employees are losing time, or spending it unwisely. Thirty minutes lost daily by each of your employees will lose you several hundred dollars in the course of a year. A policy of promptness in waiting on customers, using the spare time in keeping the stock in order, in checking with care new goods, making collections, looking up prospects and other work of this kind will turn spare time to account and substantially strengthen trade.

The Losses from Bad Accounts

Bad accounts mean loss of investment, net profits reduced, clerk's time wasted, the cost of attorney's fees, and increased overhead expense. By investigating your customers' character and record before extending credit, and by exercising promptness in making collections, much of this loss can be avoided. Another thing—do not carry bad accounts over from one year to another on your books as live assets, but keep after them as they may be collectable in part later on. In your records carry them as a loss until paid for false prosperity is dangerous.

Check up Stocks During Slack Periods

Definite saving of time, sales and a better turnover are among the results of good stockkeeping. This means that the stock on the main floor is kept track of and in order and the shelves filled and also that the same rule is followed in the warehouse. It is the practice of good managers to have this work done during slack periods. This conserves the salesmen's time and insures prompt service when trade is rushing. It means also that no goods are temporarily lost track of. When such a thing happens the turnover on such goods stops and the proprietor's capital is tied up in needless duplicate orders.

Reduce the Number of “No Profit” Lines

Some electrical goods are sold at cost or less because of competition. Sometimes an exclusive agency will overcome this handicap. Such cut price goods as cannot be discontinued should be carried in minimum quantities and not pushed. Every such sale loses not only the profit on it but interferes with the potential sale of a profitable article. In effect, two profits are thus lost. An unprofitable article is of doubtful value as a trade builder while a profitable one never is.

The dealer should work steadily to build up his list of profit payers, as this is the best safeguard against the “dry rot” of unprofitable goods.

ELECTRICAL APPLIANCE CENSUS REPORT ON						
NAME			DATE			
ADDRESS			BY			
APPLIANCE	MAKE	SERIAL NO.	DATE PURCHASED	CHECKED IN	INTERESTED IN	PROSPECT DATE
Vacuum Cleaner						
Washer						
Ironer						
Dishwasher						
Sewing Machine						
Extractor						
Range						
Refrigerator						
PERSONNEL REMARKS						
<input type="checkbox"/> OWNER <input type="checkbox"/> RENTER <input type="checkbox"/> PROGRESSIVE <input type="checkbox"/> CONSERVATIVE						
NO. IN FAMILY _____ INCOME _____						

A record card which supplements the usual mailing list, with full information on the customer's present equipment, and his finan-

cial, family and even temperamental status. This form was developed by a department store doing a large appliance business.

The Cost of Doing Business

An Analysis of the Business Statements of Twelve Contractor-Dealer Concerns, with Individual Gross Sales Ranging from \$13,000 to \$120,000 in 1922—The Importance of Separating Contracting and Merchandising Costs

By LAURENCE W. DAVIS

Director of Promotion and Development,
Association of Electragists, International

THE Association of Electragists has published each year the average figures for the overhead costs of the electrical contractor-dealer's business. These figures are based on the compilations of hundreds of statements received from the Association's members and represent the most authentic information available on this retail branch of the industry. If such averages are correct and the contractor-dealer is doing an efficient, economic job within the limits of trade discounts allowed him, then the manufacturer and jobber need to consider whether such discounts are producing the distribution they are looking for. If the contractor-dealer is not operating efficiently, then the weakness should be pointed out clearly and promptly and the way shown for a more economic service.

Where the Dealer Stands

Whatever effect the following study may have on future policies as to discounts and distribution, the individual electragist has but one immediate problem facing him. This is it: Is he conducting his business today so efficiently that he can give his customers

adequate service, pay himself a fair salary, show a fair profit on his business, and still meet competition?

To know where he stands in this competition, it is essential that the individual electragist have accurate and complete knowledge of his own business, with detailed analysis of the cost of operation under present methods. Then if he can have placed before him a similar analysis of the costs of doing business of all his competitors he will readily see his weaknesses. In short, he would know the character and cost of the service he must give his customers to succeed.

General averages of his competitors' costs, however, will not give the individual electragist the comparison he needs to guide him to greater efficiency. General averages include too many inefficient units, mediocre competitors and unsuccessful examples. Such averages are dangerous in a study of overhead costs. The actual results of successful concerns are needed as a basis of comparison.

The twelve statements which are shown in this analysis range in volume of individual annual sales from \$13,000 to \$120,000. These examples

were selected because they cover representative conditions and methods of operating, and in most of the cases the businesses are successful.

The statements include the cost of operation of both the contracting and merchandising branches of these concerns as a unit. The average overhead cost is therefore higher than an economically operated contracting business by itself and lower than a merchandising store of similar character standing by itself.

The Difference in the Two Costs

The average overhead shown in these statements is around 25 per cent. Investigations so far made prove that had the records of the two branches been kept separately the overhead cost on merchandising would be around 30 per cent and on contracting around 20 per cent. In view of the present scale of discounts allowed dealers, averaging for businesses of this size around 25 per cent on electrical appliances, it is a serious question whether the contracting branches of these businesses are not compelled to carry too heavy a burden of the selling costs.

Contractor-dealers should accurately

A Comparison of Contractor-Dealers' Overheads—Based on Actual Reports on 1922 Business of Twelve Firms Doing Businesses of from \$13,000 to \$120,000

	1	2	3	4	5	6	7	8	9	10	11	12
Percentage of business done in contracting, per cent.....	90	67	85	65	85	40	45	70	55	48	57	54
Percentage of business done in merchandising, per cent.....	10	33	15	35	15	60	55	30	45	52	43	46
Population of city where located.....	1,800,000	200,000	250,000	250,000	375,000	10,000	17,000	35,000	300,000	150,000	17,000	50,000
Gross business billed.....	13,037	16,715	19,271	25,000	27,002	34,725	34,400	40,162	44,918	65,719	101,280	119,837
Cost of doing business.....	4,903	6,235	5,057	6,059	6,352	7,718	9,676	7,935	10,940	18,337	23,421	30,265
Overhead, per cent.....	37.63	37.3	26.24	24.23	23.5	22.22	28.13	19.75	24.35	27.9	23.12	25.25
Cost of doing business												
Items												
1. Indirect labor.....	674	1,560	720	723	1,000	800	1,964	3,654	732	8,167		
2. Salaries.....	3,331	2,080	2,400	2,500	2,600	2,825	4,441	4,286	2,400	5,564	7,999	6,760
3. Rent.....	300	1,333	306	1,212	300	1,421	480	1,043	1,750	695	871	2,760
4. Light, heat and power.....	33	89	169	83	243	124	234	279	349	808	650	
5. Stationery and office supplies.....	20	51	44	29	40	261	115	73	150	109	402	460
6. Postage, telephone and telegraph.....	69	124	77	78	180	111	55	153	209	650	622	470
7. Advertising.....	99	60	74	502	25	948	121	190	565	856	1,938	2,360
8. Depreciation (on Merch. equip. etc.).....	63	100	323	71	365	387	250	163	600	2,119	379	
9. Freight, express and cartage.....	122	11	25	331	445	327	626	359	1,832	1,118		
10. Delivery expense (Autos, etc.).....	135	100	268	288	400	352	434	535	329	2,424	2,380	218
11. Insurance.....	22	120	42	74	47	235	156	79	259	773	870	
12. Taxes.....	146	19	18	115	204	128	36	224	612	462	230	
13. Bad debts and allowances.....	357	71	175	709	153	150	308	200	1,714	398	1,672	
14. Association dues (all trade associations).....	74	49	38	174	63	131	60	80	45	451		
15. Maintenance of equipment.....	21	55	35	100				600	296	1,878		
16. Interest (on borrowed money).....	95					8	125	405	123	949	149	
17. Miscellaneous.....		531				239	1,838	321	300	410	389	2,124
Total overhead.....	4,903	6,235	5,057	6,059	6,352	7,718	9,676	7,935	10,940	18,337	23,421	30,265
Average amount merchandise in stock.....	1,193	3,222	585	938	2,048	4,268	3,137	4,584	7,876	9,196	20,282	36,970
Total annual merchandise turnover.....	5,466	8,001	6,868	8,403	12,458	24,780	18,006	20,635	25,666	34,718	60,128	66,956
Number of annual merchandise turnovers.....	41	21	12	9	6	51	6	41	31	31	3	1.8
Gross annual payroll.....	3,090	2,944	3,532	2,895	6,576	4,420	3,693	8,059	7,134	8,288	17,830	18,402
Total cost of merchandise and labor sold.....	8,556	10,945	10,400	11,298	19,034	29,200	21,699	28,694	32,800	43,006	77,958	85,358
Gross margin available for overhead and profit.....	4,481	5,770	8,871	13,702	7,968	5,525	12,701	11,468	12,118	22,713	23,322	34,479

separate their records on cost of doing business of their contracting and merchandising branches.

A low overhead does not necessarily assure a profit on the business, as that low percentage may be due to a large volume of business secured through cutting of prices or taking contracts at too low figures, or disregarding consequences just to get the business away from competitors.

A Profit and a Loss

The result of such a policy is evident from a comparison of statements Nos. 6 and 7 in the schedule. Here are two firms doing practically the same volume of business, \$34,000 each, but the results are over \$7,000 apart. One firm failed by \$2,200 of meeting its 22 per cent overhead. The other firm shows a net profit of \$3,000 after covering its 28 per cent overhead. In one case the volume was secured by sacrificing price. The result was an actual loss. In the other case all prices were maintained on a profitable level and volume increased by added salesmanship. The result was a full return on that increased sales cost and an actual net profit of 10 per cent on the gross business.

Firm No. 6 kept its overhead cost down to 22.22 per cent by cutting down its sales force. Its total salary and indirect labor amounted to only \$2,825. This firm occupied a good store location and paid \$1,000 a year more for rent, light and heat than No. 7. To offset the lack of a strong sales force it adopted a cheap price policy, evidently spending the \$948 in advertising low prices. The result was volume of business and a serious loss of \$2,193 at the end of the year.

This Firm Made It Pay

Firm No. 7 spent \$5,241 in its sales force (a girl in the store and two partners in the field). Also it paid over \$1,200 in commissions on new business which is included in the item \$1,838 for miscellaneous expense. The result was the overhead mounted to 28.13 per cent. One hundred and twenty-one dollars was spent in advertising and the efforts of the whole force was centered on selling quality goods and service at a living profit. The figures show the results. The 28.13 per cent overhead cost of doing business was covered and there was left a clear net profit of \$3,025 on a \$34,000 business.

Firms Nos. 1 and 2 are examples of top-heavy small concerns. In each case we find an actual loss of nearly

\$500. No. 1 has a salary and indirect labor cost of \$4,005, over 30 per cent on a \$13,000 gross business. No. 2 paid \$3,640 for salaries, or 22 per cent of the gross business, and has too heavy a rental problem, 8 per cent on the volume of business done. The stock of merchandise is also too heavy for that volume of business, so that a \$3,222 average stock resulted in only a 2½ times annual turnover. These top-heavy expenses forced the overhead to over 37 per cent in each case, which makes it very difficult to secure sales at a profit in the face of normal competition.

A Twelve-Times Turnover

Firm No. 3 is an ideal example of a small contractor-dealer business, largely contracting. With a volume of only \$19,271 business it has kept the overhead to 26.24 per cent. There is a girl in the office. The manager draws \$200 a month. Rent is \$25 a month. Adequate provision is allowed for depreciation and maintenance of equipment. This statement shows a careful watchfulness of the business. The average amount of merchandise and materials stocked was only \$585. There was a 12 times turnover of merchandise. The result is a clear net profit of \$3,814, or very nearly 20 per cent on the gross business.

Firm No. 4 shows exceptional results. It did a gross business of

\$25,000. The rent was \$100 a month. A sales girl was employed. The manager draws \$2,500 a year. Five hundred and two dollars were spent for advertising. An active interest in local and national trade organizations was taken to the extent of \$174 a year. Adequate provision was made for all other expenses. This firm's total overhead was 24.23 per cent. The average amount of merchandise carried in stock was \$938, showing a nine times annual merchandise turnover (a 45 days turnover). The result is a gross margin of \$13,702 to cover their overhead of \$6,059, and to leave a net profit of \$7,643, or 30 per cent on gross business.

Good Sales Policies Paid This Firm

Firm No. 8 has apparently gotten its overhead down to 19.75 per cent on a \$40,000 volume of business. This firm is operating in a city of 35,000 population and does mostly a contracting business. Seventy per cent of its gross business comes from construction work. It is questionable whether adequate allowance was made for depreciation in merchandise, equipment, autos, etc. This firm's average merchandise stock was \$4,584 with a 4½ times annual turnover. The depreciation on such a stock alone must amount to more than \$163. Also no allowance was made for maintenance of equipment, replacement of tools, etc. Were these items properly shown the overhead percentage would probably have been around 21 per cent. However, the sales policies were on a sound profit basis, and there was a clear net profit of \$3,533, or 8.8 per cent on the gross volume of business.

Bad Debts Cut Profits

Firm No. 10 shows an overhead of 27.9 per cent, but it suffered a loss of \$1,714 in bad debts. Had this item been a normal one the percentage of overhead would have been around 25.5 per cent. However, the sales policy was a good one and we find there was a net profit of \$4,376 above the higher overhead. Firm No. 11, on the other hand, with an overhead percentage of only 23.12 per cent, evidently went after business too sharply, cutting prices until the gross margin of \$23,322 was \$99 short of the actual cost of doing business.

In the final statement, Firm No. 12, attention should be directed to the excessively heavy average amount of merchandise stocked, resulting in less than two turns per annum.



"Your Home, Too, Can Be Wired Without Muss!"

The Home Picture Section of "Electrical Merchandising" for April

Accompanying this issue of *Electrical Merchandising* as Section 2, is a little supplement with the above title, which you can show to customers and prospects interested in having already-built houses wired for electricity, or in having extensions run and additional outlets installed in their present homes.

Additional copies of this April Home Picture Section can be supplied at the following rates:

5 cents each for less than 1,000 copies;
4 cents each for from 1,000 to 5,000 copies;
3 cents each for from 5,000 to 10,000 copies;
2½ cents each for more than 10,000 copies.

Address:

Electrical Merchandising

Tenth Avenue at Thirty-sixth Street, New York City

Electrical Merchandising Pictorial

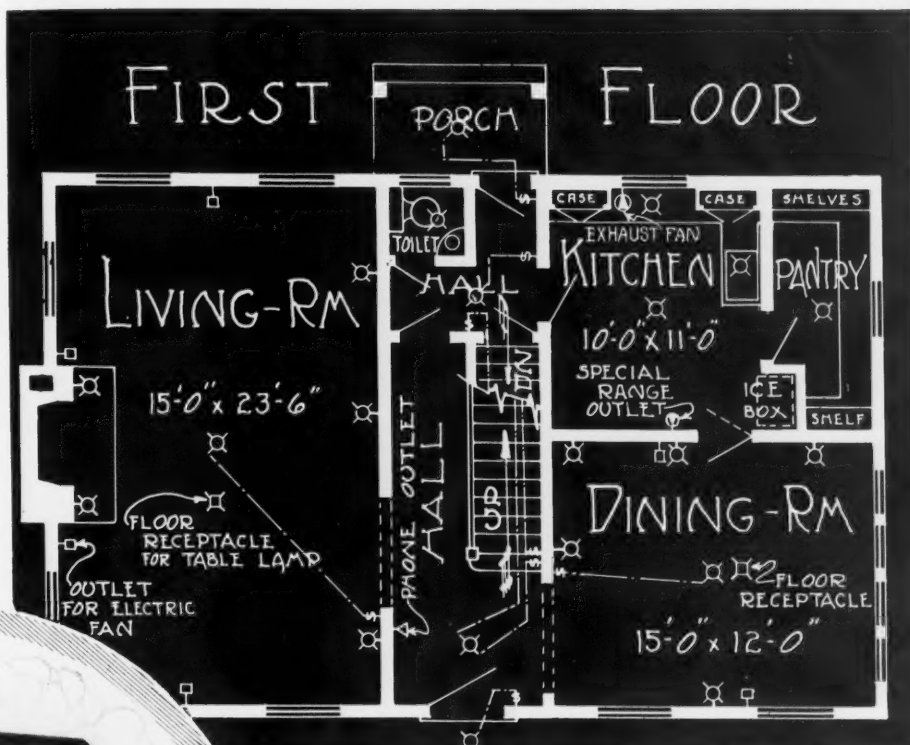
A Monthly Picture Section of Sales Ideas

ON THIS and the following pages appear wiring plans and floor layouts for four characteristic modern American homes of different types. These plans will offer many helpful suggestions to electrical contractors, to general builders, and to present, as well as intending, homeowners—affording all these groups comparisons by which to bring thoroughly up-to-date the electrical equipment of houses in which they are interested.

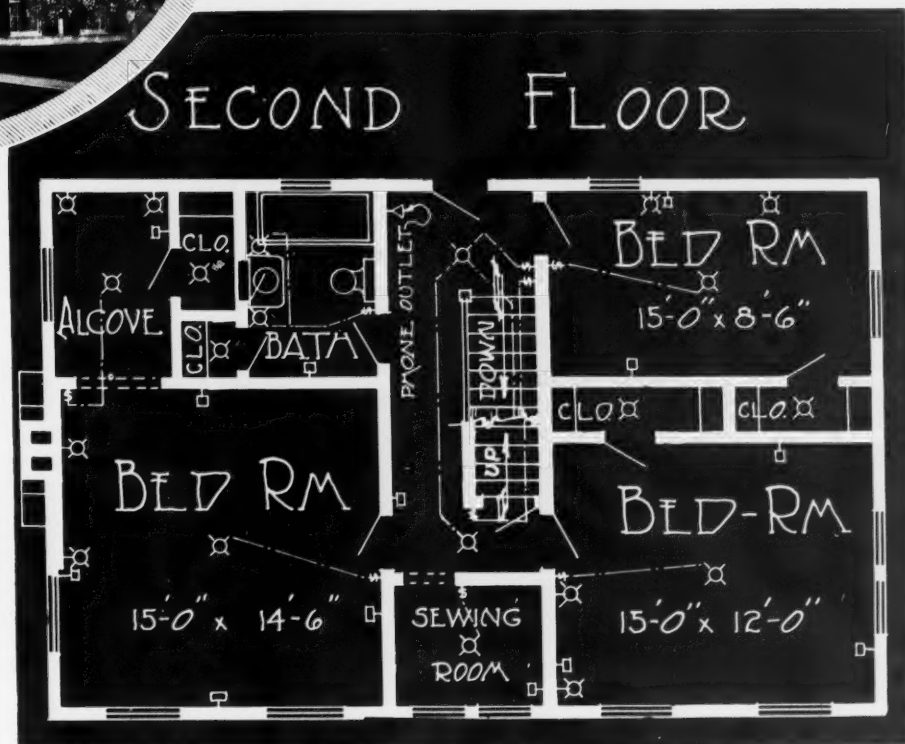


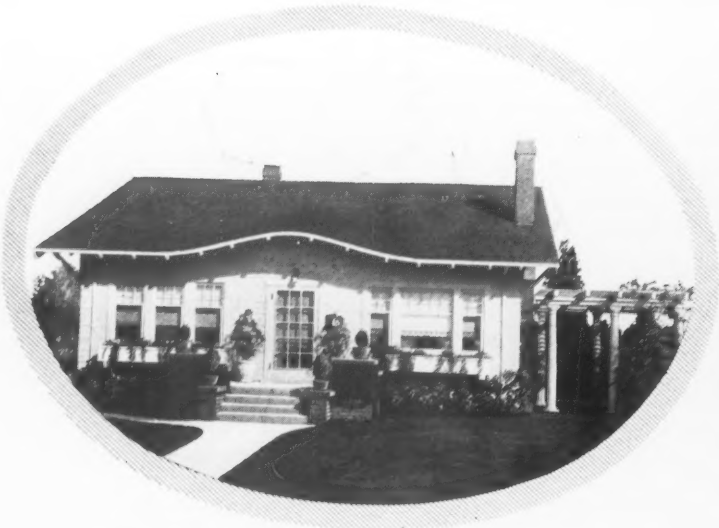
Here is a fine example of the substantial New England type of house, which has been thoroughly modernized by a complete equipment of electric wiring.

Note that in the living rooms of today a favorite "fireside arrangement" of the davenport or settee and lamps, makes a center floor outlet almost as essential as the center outlet in the dining room.

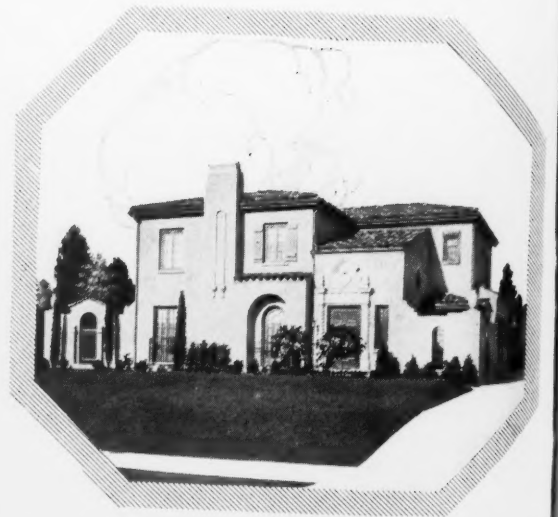
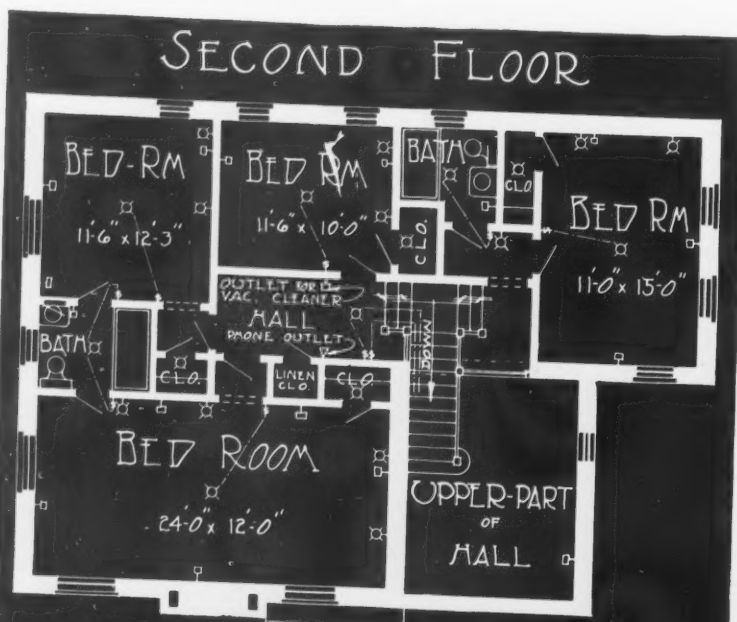
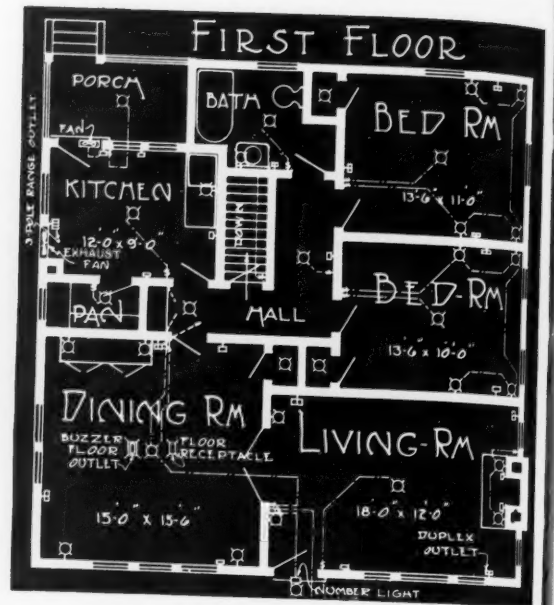


Three Pages of
"Blue-Ribbon"
Wiring Layouts

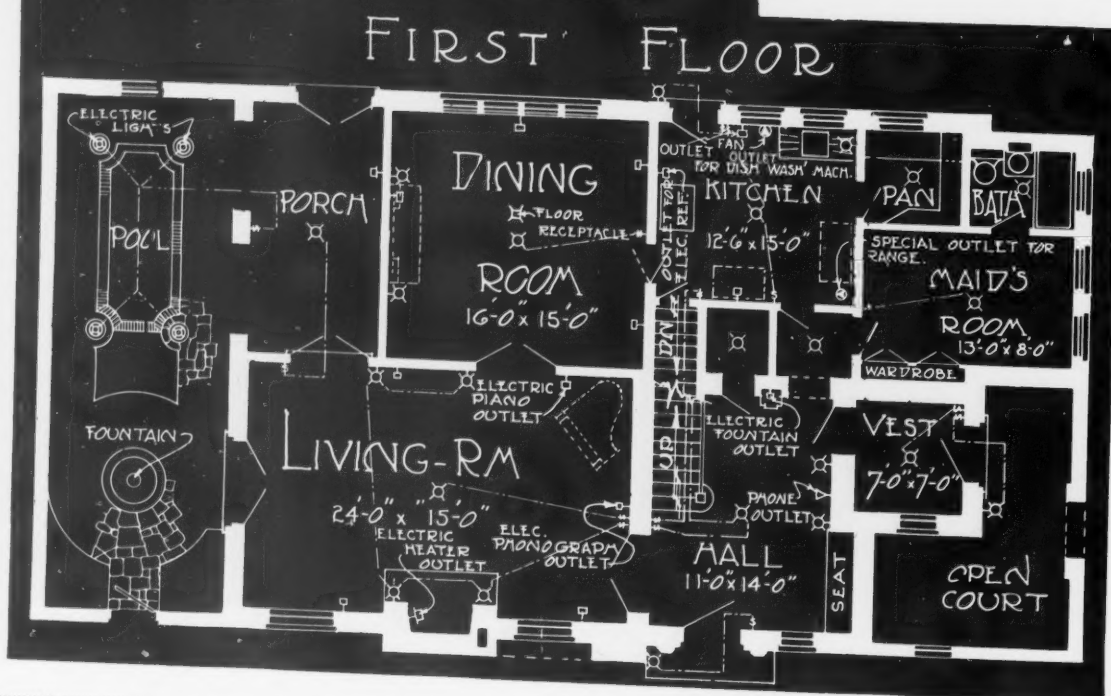




Wiring the One-Story Bungalow



Equipping the More Formal House



PUBLISHERS' NOTE

The building plans and wiring layouts on these two pages (and that preceding) have been compiled jointly by *Electrical Merchandising* and the *American Builder*, Chicago. They are published simultaneously in the April issues of both magazines, with the aim of stimulating in the minds of both general builders and electrical men, a timely interest in the complete electric wiring and equipment demanded in the modern home.

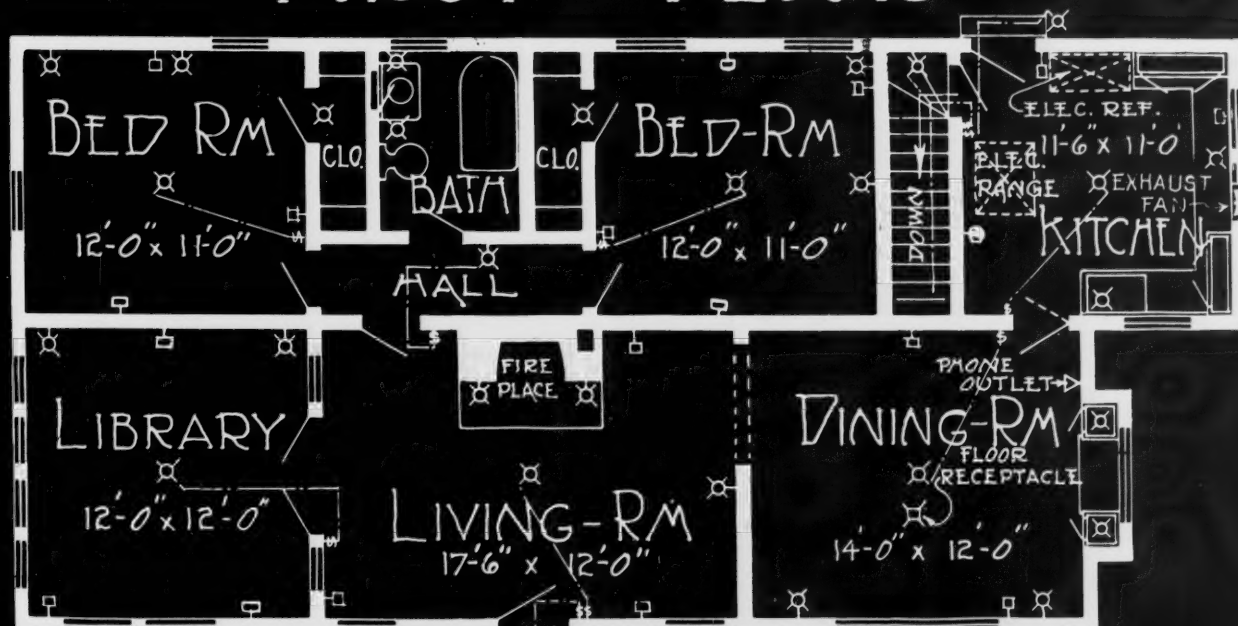
"Blue-Ribbon" Wiring Plans for the 1923 Home Builder

LAYOUTS THAT WILL SUGGEST TO OWNERS, ARCHITECTS, BUILDERS AND ELECTRICAL CONTRACTORS AND DEALERS THE MANY AND INCREASING USES FOR ELECTRICITY IN THE MODERN HOME

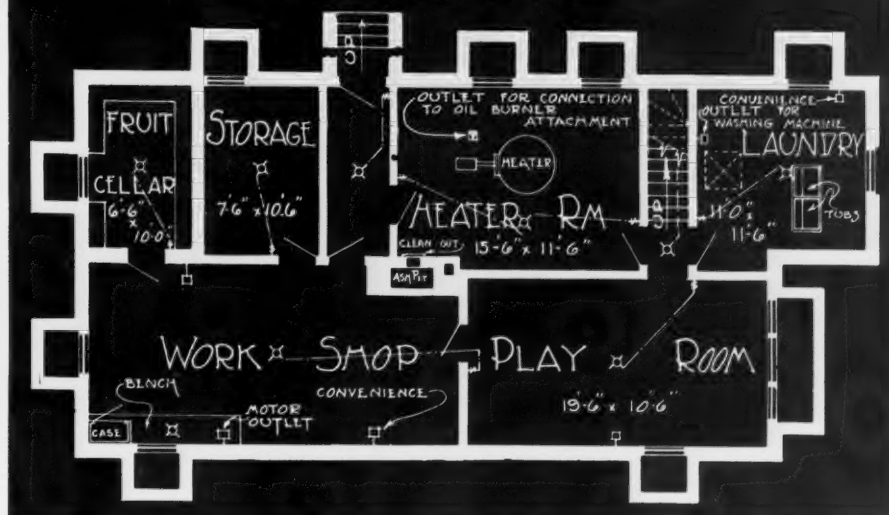
SYMBOLS

- ⊗ CEILING OUTLET
- ⊗ BRACKET OUTLET
- ⊗ CONVENIENCE OUTLET
- ⊗ FLOOR RECEPTACLE
- ⊗ SPECIAL OUTLET
- S- SWITCH

FIRST FLOOR



BASEMENT



Electrifying the Modest Home



Non-marring grip! Aluminum-capped fibre hand grip prevents marring walls or furniture.

Ball-Bearing Brush! No oiling; lighter load on motor. Bearings should therefore last forever.

Strong Suction! More than enough air to suction off beat-en-out, swept-up and surface dirt.

Lower in height! Glides under low places—saves having to move furniture to clean.

Belt life doubled! Brush revolves with so little friction that belts last twice as long.

Adjusts from above! The turn of a thumb nut adjusts it for rugs of varying thickness.

Most durable bag! Reinforced where wear comes and held so it does not drag on floor.

The HOOVER

It BEATS.... as it Sweeps as it Cleans

-a Wonderful New Hoover for the Home

Lighter, handsomer, better, it makes The Hoover an even more attractive addition to any merchant's stock



Now comes a new and lighter Hoover to open still wider the door of Hoover sales possibilities and profits. It is the finest electric cleaner for the home ever devised by the industry's oldest and largest makers.



All we have learned in building the more than a million Hoovers now delivering superlative satisfaction the world over, is embodied in this wonderful new light Hoover.

Although, for its size, as epochal an achievement as the new *big* Hoover recently announced, this new *light*

Model 541 sells at the same popular price as its celebrated predecessor, The Hoover *Special*.

The public is being informed of the wonderful new Hoover by nation-wide advertising reaching wired homes everywhere.

Attractive, profitable and valuable as Authorized Hoover Dealerships have always been, they now become even more so. When may our representative call to show you why The Hoover is the fastest selling electric cleaner in the world?



THE HOOVER COMPANY, NORTH CANTON, OHIO

The oldest and largest makers of electric cleaners

The Hoover is also made in Canada, at Hamilton, Ontario

The HOOVER

It BEATS ... as it Sweeps as it Cleans

(Electrical Merchandising Pictorial, April, 1923)

This Plan *and*

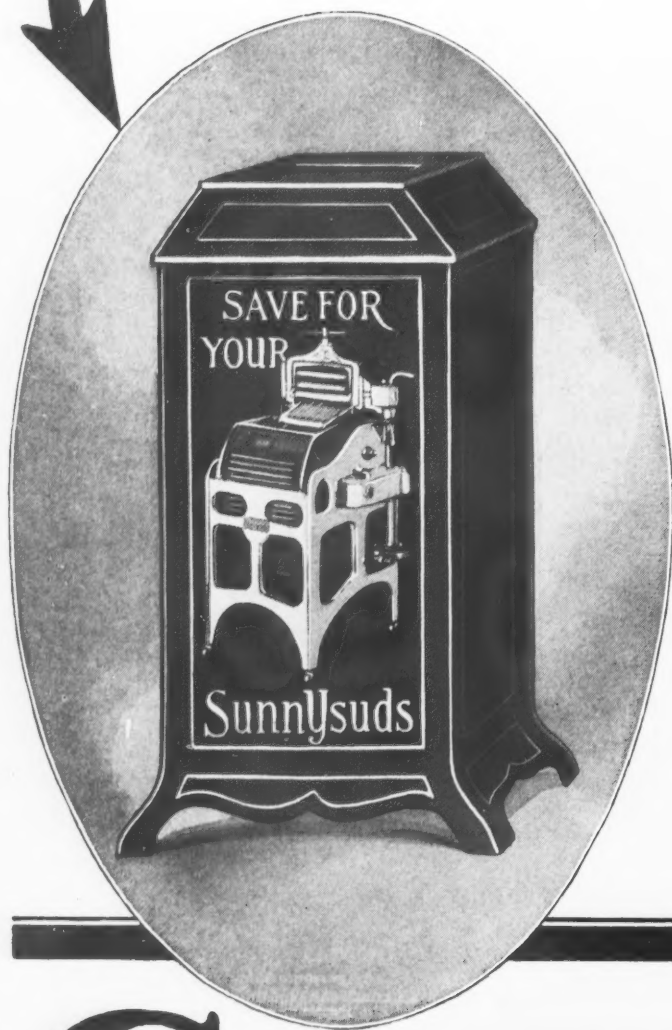
Give Every Advantage

If there was ever a method of assuring sales for the dealer, the Sunnysuds 'Thrift Bank' Plan does it. This compelling method of merchandising is a startling success. It increases sales wherever it is used. It secures orders where orders could not possibly be obtained without it. It makes selling easy.

It enables the dealer to accomplish something that has never been possible without the Sunnysuds Thrift Bank Plan. *Now he can be sure of holding the prospect in line, after the demonstration, whether she has the money to make her initial payment or not.*

There's no longer any need for you to lose business because you did not call at just the moment when the prospect had the money to buy. You need not lose sales to your competitor who calls a few days later and gets the order *only* because 'latest impressions are strongest.'

With the Sunnysuds Thrift Bank Plan you can multiply your market. You can sell the woman who says she can't afford it. You can sell the woman who hasn't the money at the time. You can close the door on competition. You can save yourself hours of time and effort. You can multiply sales, and profits. You can actually sell where selling was impossible any other way.



Sunny

this Product

to the Sunnysuds Dealer

And this is doubly significant, because the Sunnysuds makes one of the most impressive demonstrations you have ever witnessed. Its high quality is apparent. Its advantages are distinct and conspicuous. The efficiency of its action and its results are not for a moment in doubt. Its price is exceptionally moderate. It is thoroughly convincing in every way. It invariably creates the 'desire to possess' which the Sunnysuds Thrift Bank Plan now enables you immediately to turn into a sale, in practically every instance.

Twelve hundred dealers now merchandise the Sunnysuds. More than thirty thousand housewives have bought this better electric washing machine. Sales are growing in volume every day. But production has also expanded, and the increased facilities of our modern factory enable us to offer a real, money-making opportunity to a few more energetic dealers. There may be an opening in your community. Write, or wire us at once!

SUNNY LINE APPLIANCES, INC.

Factory:
DETROIT, MICHIGAN

Sales Department:
MANSFIELD, OHIO

Canadian Factory: Kitchener, Ontario;
Export Dept. 139 Broadway, New York

(42)



suds

Electric Washer & Wringer

(Electrical Merchandising Pictorial, April, 1923)

"Radio Means Most to the Woman at Home All Day"

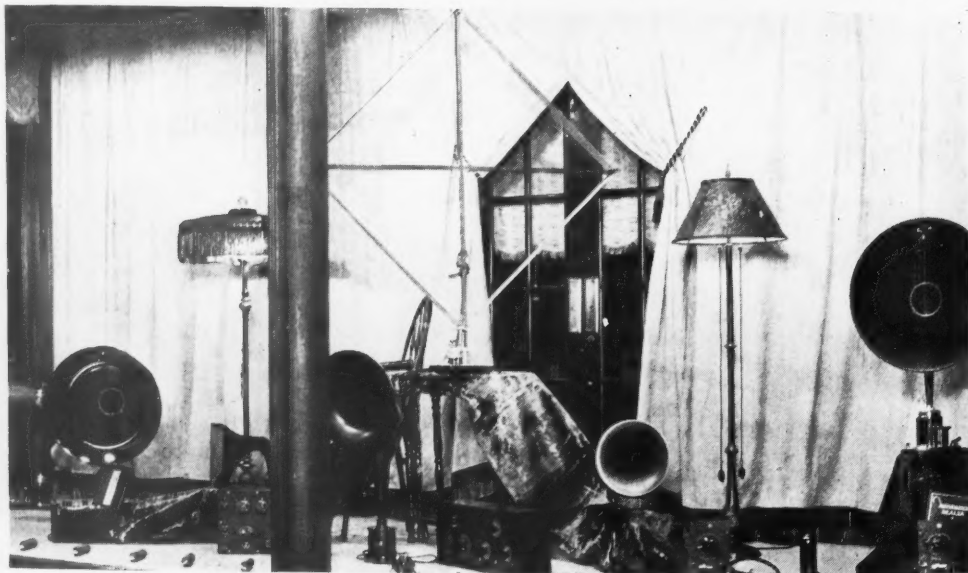
IF ONE can judge from the crowds of men and boys buying radio "parts" at the average radio counter, electrical dealers in general fail to recognize the greater opportunities for sales which lie in getting *the women of the community* interested in radio sets.

For the average woman is home all day at her housework—she is "the solitary laborer of the home"—and any entertainment or relaxation which she can enjoy while she goes about her domestic routine is doubly welcome. Given a good-looking self-contained radio set, easy to tune-in, any woman will quickly become a fan for "the neighborhood gossip of the ether."

And, remember, it is the women-folk who control 85 per cent of *all* the merchandise purchases—from automobiles to phonographs and men's suits!



It keeps the boys out of mischief



And artistic show windows like this one, are the first step in interesting women radio buyers

How I Sold to a Farmer Who Wouldn't Buy

Illustrating That Sometimes the Electrical Device Itself Is Its Own Best Salesman

BY C. A. UMOSELLE

ALL DEALERS, I suppose, find men who have made up their minds that they will not be sold to. I ran across such a prospect last June, and just because he was so sure he never would buy a farm electric plant, I made up my mind that I was going to sell him. I use a Reo truck for carrying my demonstration outfit and this particular prospect, whose name was Black, turned red in the face every time he saw that truck drive into his yard.

I seemed to be unable to make any impression on him. He would never let me demonstrate the outfit, but I knew that he was financially well-enough fixed to purchase a plant, and so I kept him on my prospect list. I figured that I had a plan that would get him, so one night one of my helpers and I made it a point to be in the vicinity of Black's farm along about sundown.

We drove into his yard and found him just finishing up his work. I steered the truck up near the house before getting out and after we had shut off the motor, Black greeted us with a growl, saying, "You men make me tired. Between you and your competitor, you have made life miserable for me. I don't want one of your old plants; I wouldn't take one as a gift, so you might just as well be on your way."

"I am sorry, Mr. Black," I replied, "that we have bothered you so much, but to tell you the truth we have given up selling you a plant and we didn't come for that purpose tonight. The fact is we are up against some bad luck. We are twenty miles from home and it is getting so late that we don't want to drive back to town tonight. We have some prospects near here to see in the morning, anyway, and we just dropped in to see if we couldn't stay here for the night. We will be glad to pay you for our supper and lodging."

At this he immediately changed his tone of voice and said we certainly could have supper, but he was mighty sorry he couldn't keep us for the night, because some of his people

were coming after a week at the seashore and they would use all of the spare beds. We graciously accepted his offer for supper, however, and after supper went out to crank up our truck to go to the next farm to see if we could get lodging there.

The Sales Plot Thickens

But, strange to say, our truck would not go. The motor started, but after running a few minutes, it stopped, and we could not get it to go again.

(The reason it would not go was because the gasoline had been shut off from the tank and so, as soon as the gasoline that was in the carburetor was used up, the motor stopped. I had made arrangements with my helper to turn off the gasoline when he saw an opportunity, and this was the little trick that we had planned to work on Mr. Black.)

Mr. Black would not accept any pay for our supper and so in an

effort to repay him we offered to run a line from our lighting plant into his house so that the home might be brightly lighted for the visit of the people he was to have that evening.

Mr. Black finally consented to this but kept saying that he wasn't going to buy an outfit. We installed a 50-watt lamp on the porch and one in the dining room and one in the living room. Then we walked two miles to the farm where we were able to get lodging, leaving our outfit running merrily, to sell itself to Mr. Black.

Next morning we were at the Black home bright and early, but still had trouble in getting our truck started. We didn't say a word about electric plants, but we did see to it that the truck motor would not go.

And since we were having such a hard job getting our car started, we asked Mrs. Black, if she wouldn't like to use the washing machine that we carried on the truck, so we took the washer out and showed her how it operated and went back to work on our sick truck.

In the meantime, Mr. Black was eyeing us as he went about his chores, but we paid no attention to him. After the first batch of clothes came out of the electric washer, we

(Continued on page 3284)



FOLLOWING him out by the barn, we mentioned casually that he had a mighty well-equipped up-to-date farm. We said that we noticed that he had the latest type of farm tools, riding plows, and everything that made his work just as easy as possible. We finally got him to acknowledge that these tools were all great labor savers, and that it was a lot easier to do his work with them than to do it in the old way. (We had never been able to get him to admit anything before.)

After this admission we jumped on to him good and strong, believing that the time had come when we were

warranted in playing our last trump.

We told him that Mrs. Black was still doing her housework, her washing, her ironing and her churning, in the same old way that her grandmother did years ago. We told him that Mrs. Black was entitled to take life a bit easy also. We called his attention to the fact that she didn't have any labor-saving devices. We made him admit that this wasn't giving his wife a fair deal.

Our talking plainly was affecting the old man, and finally he said the fatal word. He asked: "How much did you say one of them plants installed would cost me?"

Electrical Merchandising

The Business Magazine of the Electrical Trade

believes that:

DISCOUNTS in the chain from manufacturer to jobber to retailer should be so adjusted that every man who performs a function gets paid for it.

MANUFACTURERS should extend the jobbers' discount not for quantity purchases, but only to responsible organizations that perform the economic and service functions of a jobber.

THE electrical industry through a joint commission of retailers and jobbers and manufacturers should make a thorough survey of methods and costs in the distribution of domestic electrical appliances, in order to discover where wastes in such distribution occur, what such wastes cost, what wastes can be prevented and how, and to provide a sound foundation of facts on which to determine what are fair margins for any and all distributing agencies between producer and consumer.

(For a complete statement of "Electrical Merchandising's" platform for the electrical industry, see February, 1922, pages 52 and 53.)

"Pull More Door Knobs"

"PULL More Door Knobs," is the National Cash Register Company's command to its salesmen this year—a slogan suggestive of the intensive way in which this aggressive firm is going out and after sales.

"Pull More Door Knobs" is a fit slogan for electrical salesmen as well as other specialty sellers in this year of 1923. We use the house-to-house idea some. Why not use it more? There is probably no item in the electrical line that is not easier to sell than a cash register. The merits of our goods are readily portrayed. Our appliances have outstanding labor-saving features, or impart beauty, comfort or convenience to the home. They are bought largely by the women—who are particularly responsive to direct appeal. The trade is ours if we go after it.

Let's pull more door knobs ourselves.

Wiring That Makes Houses Sell

FOR each hundred dollars worth of extra electrical wiring and convenience outlets installed in a house, the selling value of that house can, almost invariably, be increased by four or five hundred dollars.

Progressive builders are using such electrical features as convenience outlets, two-way switches, "burglar lights," outside-reading meters, radio wiring, etc., to make their houses sell more readily than the merely "average" houses on which little thought has been expended. Just as, in the extreme case, a cut-glass flower-vase will sometimes settle a woman's choice of the automobile she is going to buy, so will the sounder satisfactions of electrical conveniences and provisions for labor-saving appliances fix in the feminine purchaser's mind the house she wants.

Information on the proper layout of electrical conveniences is so easy to get nowadays, right in the builder's own home-town, from either the electric light-

ing company or the nearest electrical dealer and contractor, that no builder or general contractor should fail to take advantage of the opportunities open to him to get the best and most up-to-date electrical ideas.

For a few extra dollars invested in electrical conveniences he can add fivefold to the selling price of his house. Or, looked at in another way, the house which has *not* these conveniences is likely to be out of date and as much of a "sticker" to sell, as a gas-lighted house itself. For the public has become pretty discriminating in its electrical requirements, and is going to have and is willing to pay for what it wants!

Why Not Demonstrate Lamps As You Demonstrate Appliances?

A WINDOW demonstration of waffle irons or vacuum cleaners is seldom without its crowd of interested on-lookers—yet it remained for a woman to ask, at a recent illuminating engineering meeting, "Why not carry this method of selling to lamps and lighting effects?" Because lamps are considered such easy sellers, they seldom receive the selling thought given to appliances. They are carefully placed where the possible buyer can see them, and then left severely alone, to do their own talking by the sheer beauty of their presence. Yet there is much about lamps, and particularly their lighting effects, which the average woman should know, and which she doesn't know until it is explained to her. And a window demonstration of lamps and lighting would be as effective as it would be novel.

To mention only a few subjects which might be staged as window demonstrations—the demonstrator could show different kinds of good lighting for kitchen, dining room, and other rooms; or different ways of lighting the same room, such as direct, semi-indirect, and indirect; or different kinds of shades.

To Be Convincing, Be Convinced!

SARAH BERNHARDT can make men laugh or cry, simply by reciting the numerals one to twenty. Billy Sunday can make men repent their sins, by hopping and screaming gibberish. Any good journeyman-politician can make men get out of bed on a rainy November morning, make them walk a mile to a polling place, make them mark a ticket with an X against the names of two dozen office-seeking parasites, simply by mouthing sonorous platitudes. From which you will gather that it isn't what they say, but the way they say it, that gets across with the public.

This truth applies to salesmanship.

We insist, of course, that the salesman must know his goods and know how to talk them intelligently, that he should be clean, personable, and inclusively decent. But neither knowledge nor gab nor grooming will get many orders unless the salesman has at least a little of the same stuff that Bernhardt and Billy Sunday and the politicians put across.

What's needed in selling goods is the power of impersonation—the power to invest your words with vitality, sincerity and sympathy—the power to make the customer feel that you are an understanding and helpful friend, anxious to serve rather than keen to sell. And of course the way to seem so is to be so.



Ideas for the Man Who Sells



*Plans, Schemes and Methods
Gathered from
Successful Selling Experience
to Increase the Sale of
Electrical Appliances*

When the Country Woman Speaks for Herself

What does the farm woman really think of farm life? Does she think its hardships compensated by its benefits? Does she want her children to follow in the same path?

Some interesting views were called forth when *The Farmer's Wife*, a magazine for farm women, recently put the question to its readers, "Do you want your daughter to marry a farmer?" More than 7,000 voluntary witnesses answered, of whom 94 per cent voted yes, and only 6 per cent negatively. And of those who voted against farm life, almost all put drudgery, long working hours, lack of conveniences and lack of labor-savers at the top of their lists of reasons!

Here are a few of the reasons why that six per cent wrote that farm life might be good enough for themselves and other women, but not for their daughters:

Nothing to lighten the labor and monotony.

Never a leisure hour.

"Daily grind takes sparkle from the eye, the light from the soul."

Women are old at prime of life.

Lack of amusement.

Long working hours—from 4 a.m. to 7 p.m.

Lack of conveniences in the home.

Inability to get help in the country.

No time to enjoy the beauties of nature.

Too tired to go to church and entertainments.

Dull monotony of prolonged household drudgery.

That modern labor-saving conveniences are becoming more and more available in farm homes, however, was emphasized in the great majority of the letters voting in the affirmative, which gave the brighter side in reasons such as the following:

Baby-life thrives better in the country than in the city.

Growing children need out-door life and play.

Women earn independent income on farms.

Influence of nature's nearness on character.

Farm woman's complex responsibilities develop mental activity.

Her work need not be drudgery if labor-savers are available.

Start a "Dirt" Campaign to Sell Vacuum Cleaners

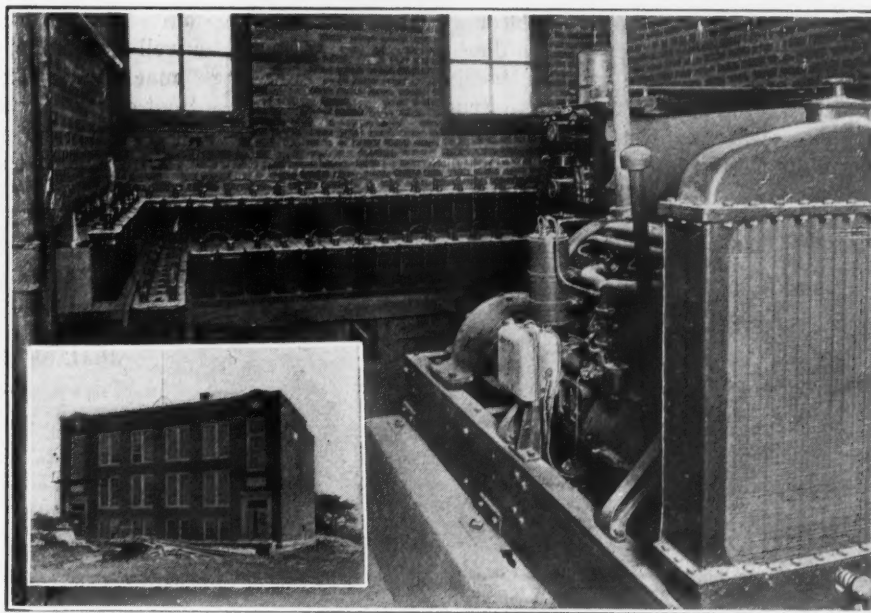
Few housewives realize how much dirt they remove with the broom each day and still fewer have any idea of how much can be removed with a vacuum cleaner. An exhibit or window display that will call attention of home-owners to the actual amount of dirt that collects in the average room will go a long way in interesting them in purchasing a cleaner. A single display might not do more than cause a thoughtless comment, but when the same impression is repeated day after day, with changed details, some demand is bound to be created. Of course, the business house that worked up the demand will stand first in the purchaser's mind as the logical place to make the purchase.

Actual amounts of dirt attract at-

tention from the fact that "dirt" is displayed, with its difference in character, from various rooms or houses. The dealer can well afford to clean a house for the purpose of collecting the dirt from the individual rooms. This collection may be displayed in separate piles labelled as to rooms or better still in the rooms of a miniature or doll house. Another exhibit might be the amount of dirt removed from a large rug or the aisle carpets of a church. Still another would be more conventional "before and after" treatment of a small rug with the pile of dirt displayed beside it. If such a thing is possible in a town, it is a good idea to volunteer to clean the city hall, the court room, a store building or some other public place. The novelty of your action will give you some free advertising, while the display of dirt will attract people to your windows. Variations of these ideas will suggest themselves after the plan has been adopted.

The chief value lies not in any one display but in a progressive

A New Source of Community Pride—The Electric Plant in the District School



A new source of community pride in Venice, Ohio, is the fine electric lighting system installed in its school building—Venice hardly knows whether it is prouder of its new building or of the new electric plant "that starts and stops itself." Every year isolated district schools are coming to appreciate more fully the value of well

lighted classrooms and their aid to country school work, and the installation of such a plant can be made an event of some local importance and an occasion for festivities. This plant is a full-automatic, 6-kw., 32-volt unit, and not only supplies light but also provides power for pumping water and operating a ventilating system.

series that will have the sustained interest of a continued series in a newspaper. Shoppers will begin to stop unconsciously to see what new display of "dirt" there is in your window. Once you have the public interested in your article, you are a long way toward creating a demand that will end in sales.

Novel Publicity—Mock Trial Indicts Man for Having No Washing Machine

"Why kill your wife over the wash-tub? Let us do the dirty work," has often been humorously quoted as an advertising slogan for the electric washing machine. A clever application of this idea was recently made use of in one Southern California community as the basis of a mock trial in which one of the citizens of the community was charged with the crime of having failed to provide his wife with an electric washing machine.

The plan originated with R. E. Heerman, proprietor of the S. & H. Service Electric Company of Belvedere and Alhambra and was put through as an entertainment feature for the benefit of the Pythian Sisters of Belvedere. R. E. Hellems, Belvedere grocer, was secured as defendant, one of the prominent real estate dealers of the community acted as attorney for the people, and a member of the legal department of the Union Oil Company was the representative of the defense.

An unusual amount of interest was manifested in the trial, no doubt due in large measure to the cleverly worded summons, gotten up in true legal style, which had been widely circulated. It read:

IN THE HIGH COURT OF THE DEGREE STAFF OF THE PYTHIAN SISTERS IN AND FOR THE DISTRICT OF BELVEDERE

The People of the Degree Staff of the Pythian Sisters of Belvedere.

vs.

NOTICE AND ORDER

R. E. Hellems, Defendant.

TO THE PEOPLE OF BELEVEDERE, GREETING:

You and each of you are hereby commanded to be and appear at the trial of the defendant, R. E. Hellems, who has been duly charged with a grave crime, to-wit: the failure to provide his wife with the proper equipment for doing the family washing.

You are hereby ordered to come prepared to give whatever testimony possible touching the general habits, character and responsibility of this defendant to the end that justice may be meted out, and that the danger which now threatens the homes of all the women of our beautiful community of Belvedere may be averted.

The trial will be held at the Court Rooms at the corner of First and Rowan Streets, Friday, November 10th, at 8 o'clock, P.M.

Attorney for the people, D. W. Garwood, will do his best to protect the community; Charles E. R. Fulcher, will fight equally hard to keep his client from the grave penalty of having to spend some of his money to make the housework easier.

GUY F. BUSH, Judge of the Court.

The hall was crowded to witness the trial. Prominently displayed on the platform, along with the judge and jury were an old style tub and scrubbing board, as well as a modern electric washing machine. The progress of the trial not only brought out the usual number of clever quips and legal absurdities which kept the

audience amused, but also gave an opportunity to emphasize the good points of electric washing method.

The Pythian Sisters report \$56 net proceeds from the evening's entertainment—and Mr. Heerman reports an increased sale of electric washing machines as the result of the trial.

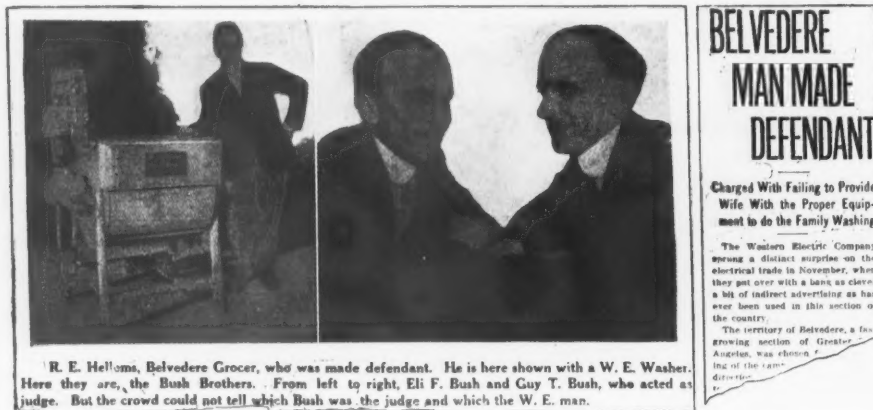
Using a Rug Shampoo as an Opening to Vacuum Cleaner Sales

C. R. Dodge of Dodge Brothers, manufacturers' agents, Salt Lake City, in telling of his start in business, relates the following interesting experiences in making vacuum cleaner sales:

"A few years ago, an agent in the hotel where I was staying invited me into his room and, with a little soft bristle brush in his demonstrating kit, applied a solution to an 8-in. space in the rug—and presto, it was as soft and fluffy as newly washed wool. Then he took out his order book and showed me how he was making \$10 to \$20 a day with it.

"This gave me an idea. I was agent for a vacuum cleaner, but the trouble was getting into the homes to demonstrate. This shampoo was just the thing. The directions said that the rugs must be vacuum-cleaned first, before the shampoo could be used. So I did this: I offered to vacuum-clean 100 sq.ft. of rugs free for each housewife who ordered shampoo. This meant a lot to her, but to me meant a ten-minute demonstration with the 'vac' which I would almost have given her a dollar to make. After I had cleaned the 100 ft., if I saw she really couldn't buy a 'vac' just then, I would offer to clean the rest of her rugs at one cent a sq.ft., so she could shampoo them also. And perhaps I got a job at applying the shampoo at one cent a square foot, too. I could shampoo a 9 by 12 rug in thirty minutes.

"My hunch was a good one, as the results will indicate. I made arrangements to get the ingredients in large quantities for compounding it, and opened a small office. I got three cleaners to start with, and ran a small ad. I sold two or three cleaners a week this way. I often made \$10 to \$15 in one home doing cleaning and shampooing, and then sold them a cleaner besides. And that was only the start."



R. E. Hellems, Belvedere Grocer, who was made defendant. He is here shown with a W. E. Washer. Here they are, the Bush Brothers. From left to right, Eli F. Bush and Guy T. Bush, who acted as judge. But the crowd could not tell which Bush was the judge and which the W. E. man.

How the newspapers handled the mock-trial story—with scare heads and pictorial effects befitting a real cause célèbre. The defendant, Mr. Hillems, a popular local grocer, was indicted for failing to provide his family with the comfort of an electric

washing machine. As an exhibit to work upon the sympathies of the court, the counsel for the prosecution caused to be shown on the witness stand the defendant's crude home washing equipment, and also the electric washer needed to save the wife's life.

When Profits Went Glimmering—The Price Cutter's Dilemma

This is a tale of an inglorious tilt between two unneighborly dealers. We will call them Damon and Pythias because they were totally unlike these famous historic personages. The former handled the Snowdrift electric washer and the latter the White Rose.

The first cost of these two machines was practically the same. Both dealers were getting a good margin of profit and were vigorously pushing sales. The same jobber furnished them their machines. His salesman breezed in regularly, handed out his customary smiles, handshakes and stories and took away juicy orders. Things were running smoothly and profitably.

Came a day when Pythias sold four washers in one forenoon. Feeling kittenish over it, he loaded them into his open delivery truck and paraded past Damon's store. The latter saw the point. It made him peevish. He promptly saw green. He made a cut of five dollars in the price of the Snowdrift.

Pythias heard of it and at once saw red. He went the cut one better. Then the spirit of battle flamed. They deluged each other with a drum fire of cut prices. They made "gas" attacks back and forth that resembled the real thing. Profits vanished and then some. Then they tired of selling washers at cost.

Inside of six months they had both dropped their agencies and taken on new machines and were asking living prices. They felt that it would be easier to make the change than to put the old prices back.

Both dealers had wasted time, energy and money in this senseless tilt and neither had gained a single new customer by it.

Rivalry of this kind is one of the aggravating little problems to be reckoned with in building up the electrical business. In the instance mentioned, which is typical as to results, the sale of washers in the town where these two dealers are located is not as yet back to what it was before. Also the manufacturers of the two machines first handled are, for the present at least, out of that particular territory. The prestige they had helped to build up for their goods there is largely lost.

As it stands now both dealers must put forth extra effort to recon-

struct their trade. In the meantime they have undoubtedly lost some good business which under more harmonious conditions would have been theirs.

This cave man type of competition is not practicable under modern merchandising conditions. Margins are too narrow. Losses in one direction can now seldom be made up by charging higher prices on something else. Competition in merchandising is gradually taking the form of quality, salesmanship and service. This is constructive in character and builds profitable trade for both the dealer and his competitor. In general the largest, most aggressive and best financed concerns are beginning to favor such a policy as being more conducive to permanent growth.

Using the Electric-Light Poles to Advertise Washers

The Lock Haven Electric Light & Power Company, Lock Haven, Pa., is using its electric-light poles for advertising a line of washing machines. The company has about a thousand poles scattered about the town. Each of these is decorated with a sign which is painted on with the use of a brass stencil.

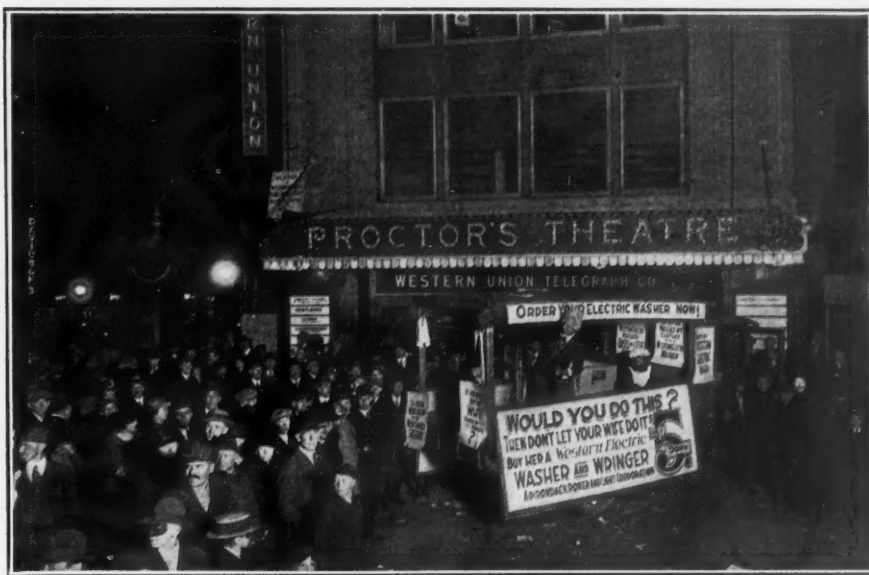
Are you putting to work the electric-light poles in the residential sections of your town?

How Boy Scouts Sold Lamps and Got Prospects for Washing Machines

H. Wesley & Company, electrical dealers, York, Pa., sold twelve electric washers in a single month through the aid of a troop of Boy Scouts. This particular troop, in order to raise needed funds, applied to Wesley & Company for the privilege of selling electric light bulbs for the firm on a commission basis. The boys proposed to canvass for business from house-to-house. The offer was accepted. It then occurred to this enterprising firm that the scouts might also be used to bring in washing machine leads. So the following offer was made: For the name of every prospect who bought a machine within a certain specified time the troop would receive a commission of \$2.00. For every prospect who purchased immediately a commission of \$5.00 was offered.

As the boys went from house to house they explained that a liberal portion of the profit on each bulb sold went to the Boy Scout Council Funds. When a sale was made, which was usually the case, the scout then brought up the question of electric washers. As a result twelve machines were sold in a single month and the end is not yet.

Selling 140 Electric Washers with a Voice Heard Half a Mile

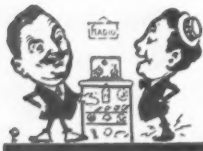


When the Adirondack Power and Light Corporation put on an electric clothes washer campaign in Schenectady, N. Y., recently, it was decided to supplement the good work of the window displays with a demonstration truck equipped with a Western Electric public-address system that would make the sales talks audible to everybody within a half-mile radius.

Voice amplifiers were mounted on a truck and used in different parts of the

city. In addition to telling the public pertinent things about electric clothes washers, the operator picked up and intensified a speech from the Albany Chamber of Commerce, sundry radio programs, and music from a local theatre.

Amplifiers located on the theatre building, shown in the picture, attractive crowds to the demonstration truck, where "Silas," from the more suburban section, explained the wonders of electric laundering.



Marketing New Lines at a Profit



Radio Services for the Farmer—Government Activities

A practical aspect of harnessing radio for service and utility has been the organization and development by the United States Department of Agriculture of a comprehensive radio program that now covers the entire country. This service includes market reports, weather information, and general agricultural news. It was undertaken with the approval of the Interdepartmental Radio Committee, in charge of all Government radio broadcasting, and is rendering efficient service to the farmers of America.

Federal crop and market reports were first prepared and broadcast by radio-telegraph in co-operation with the Radio Laboratory of the Bureau of Standards, Department of Commerce. Now the entire area of the United States east of the Rocky Mountains and practically all of the Pacific Coast area from Washington to California is covered with daily

*The Dealer Who Makes Money
Is the Man Who Capitalizes
New Developments of the
Electrical Art in Terms of
Consumer Sales*

broadcasts of these reports by high-powered radio-telegraph stations.

Crop, Market and Weather News

With the further development of radio and its extension to radio-telephony, the crop and market reports have also been released to selected broadcasting stations of this type. At the present time the radio crop and market news service of the Bureau of Agricultural Economics is handled by four high-powered radio-telegraph stations of the Navy Department, five strong radio-telegraph and one radio-telephone station of the Post Office Department, and seventy-eight radio-telephone stations belonging to colleges, state agricultural departments, electrical companies, newspapers, stockyards, and other concerns interested.

The Weather Bureau of the department has had an effective distribu-

tion of its information by telegraph for several years. At present there are ninety-eight stations in thirty-five states broadcasting daily weather forecasts and warnings by radio-telephone. Weekly reports on the effect of weather on crops and highways, and other information issued by the Weather Bureau are also disseminated by these stations.

"Agriograms" and Speeches

Another branch of the radio service built up by the Department of Agriculture is handled by its press service. "Agriograms," and "all-departmental" service, made up of short pithy news items and information about important facts in agriculture and home economics, are being sent out twice each week to the radio-telephone broadcasting stations of the country. A recent questionnaire sent out to these stations shows that more than 200 stations reporting thus far are using the agriograms regularly.

Another more limited service consists of a series of short speeches which discuss various agricultural topics and are broadcast from the Naval Radio Station at Arlington, Va., in co-operation with the Navy Department. The speeches are also sent to non-competing lists of radio-telephone stations desiring this service and are re-broadcast over the entire country. There is a growing demand for information of this sort and several extensions in the type of material furnished to the radio stations are now under consideration.

The Department of Agriculture does not operate any wireless equipment. The radio distribution work is carried on through stations operated by other Government departments, by corporations, and by private individuals.

Amplifier Set Replaces Stage Director's Megaphone



Samuel L. Rothapfel, director of the Capitol Theatre in New York, the largest theatre in America, broadcasts his instructions to the stage through amplifiers. The old time megaphone, without which no rehearsal was complete, has ended the useful span of its existence so far as his theatre is concerned and has been shelved by this director along with other historic relics of his professional career. The rehearsals are now directed by means of voice amplifying apparatus, installed by the Western Electric Company. Speaking into

the microphone of the apparatus in an ordinary conversational tone, Mr. Rothapfel is able to give his instructions equally as clear to the projection booth, two-hundred feet away from the stage, to the men in the spotlight room above the booth, to the switchboard behind the stage, to the bridge and proscenium light operators above the stage, or to any one of the forty or more members of the orchestra in the pit—in short to any and every part of the big theatre. This is the first time recorded that the amplifier has been put to this use.

"The Current Shuts Off When the Toast Is Done"

An order for buttered toast in a restaurant owning an automatic electric toaster need mean no extra work for those in the kitchen. For a toaster with a timing device enables the waiter himself to make toast as it is required, whether at a lunch

counter or in a restaurant, and makes it unnecessary to employ a toast maker.

In a new folder issued by the Waters-Genter Company, Minneapolis, Minn., the operation of these automatic toasters is explained. "The time of toasting can be regulated to suit the condition of the bread or the degree of toasting required. When the bread has been in the oven exactly long enough to secure the exact degree of toasting you require, the timing device releases the spring that raises the racks.

"It does away with the need for one person to be constantly watching the bread while it is toasting, when used in the kitchen, and permits the one who makes the toast to perform other duties at the same time."

St. Louis Country Club Will Have Electric-Lighted Golf Course

The North Hills Country Club of St. Louis, which was the first golf club to construct forty-five holes simultaneously, has sponsored another innovation in the projected establishment of a putting course located at the clubhouse which will be electric lighted so that play may continue after dark as well as in the day time. It is planned to construct an interesting eighteen hole short course with miniature hazards, the entire round to be played with a putter and the ground to be lighted electrically with the same type of electric fixture that is used to furnish light to the public tennis courts in the St. Louis parks. These tennis court lights have been in successful operation for a number of years and it is nothing unusual to see a game of tennis going on at 10 o'clock on a summer night there.

The North Hills Country Club is one of the new type organizations which has recognized that moderate priced outdoor recreation should be very popular with the citizens of communities most of whose time is spent in stores, banks, offices, etc. The club, when in full operation, will have two eighteen hole and one nine hole courses, swimming pool, tennis courts, camping facilities and small cottages adjacent to the golf courses for rent to members.

There is no question but that other clubs will follow this example and install an electric-lighted course.

Sell Electric Ice-Scoring Machines to the Iceman

Ice-scoring machines are the latest addition to electrical equipment. These ice-scorers operate on the principle of a motor-driven buzz saw, which cuts or scores the surface of a cake of ice into blocks of a desired weight, say, 25 lbs., and enough over to make proper allowance for a 2 per cent shrinkage. The blocks are not actually separated from the cake by the scoring process, but the cuts are so deep that when the cake is struck, the fracture follows the scoring even though the delivery man may be careless in the use of his axe.

This innovation, so it is said, introduces one of the most valuable of the changes that have occurred in the ice business since the introduction of ice-making machinery.

Machines of this kind are manufactured by the Arctic Ice Machine Co., Canton, Ohio, and by the Uline Company at Toledo, Ohio.

Sell Immersion Heaters to Manicurists

BY MARY HOPE NORRIS

Unless great care is used to sterilize the instruments used by the manicurist, there is always danger of infection through germs which

may be carried from one customer to another. To make sure that no such germ shall linger on any nail-file, orange-wood stick, or scissors used in the Beauty Shop at Stern Brothers store, West Forty-Second Street, New York City, electricity has been employed at each of the eighteen manicure tables, for thoroughly sterilizing all instruments, right before the eyes of the customer, as they are used.

In front of each attendant in the manicure room, is placed her porcelain sterilizing basin, in which is inserted a Westinghouse tumbler heater. This electric heater when switched on at the touch of a button in its handle, quickly brings to boiling temperature the water in the sterilizer, thus disinfecting the instruments waiting to be used, and so assuring the customer against any possibility of germ transmission.

Tumbler immersion heaters like those used at Sterns' for "safeguarding the fingers" have also many uses in the home itself. Such a heater can be used for heating the morning glass of water; for warming the bottle of the new infant; for heating shaving water; and even for cooking a complete breakfast of coddled eggs and George Washington coffee. It is also a necessity in the medicine bag of the visiting doctor.



Eighteen manicure tables in the Beauty Shop at Stern Brothers, New York City, are equipped with electric immersion heaters for insuring absolute sterilization of all instruments, right before the eyes of the cus-

tomers. Such an installation has a wide educational influence, for these eighteen manicure tables are visited by two hundred women a day, and the demonstration is not quickly forgotten by them.

How I Sold to a Farmer

(Continued from page 3277)

got the first word of appreciation from Mrs. Black. She said:

"Goodness knows I never realized how nice these things would be in the home."

Mr. Black saw his wife's enthusiasm and I think right then he began to "slip."

Fortunately our truck wouldn't go until after some of Mrs. Black's clothes were dried and she had an opportunity to iron them with our electric iron. The boss came in to the house just about the time Mrs. Black was telling us how wonderfully the electric iron worked; then we had the first sign of approval from Mr. Black himself.

Getting Ready to Close the Order

Black went back to the barn and a little later we dropped out to see him, mentioning casually that he had a mighty well-equipped up-to-date farm. We said that we noticed that he had the latest type of farm tools, riding plows, and everything that made his work just as easy as possible. We finally got him to acknowledge that these tools were all great labor savers, and that it was a lot easier to do his work with them than to do it in the old way. (We had never been able to get him to admit anything before.)

After this admission we jumped on to him good and strong, believing that the time had come when we were warranted in playing our last trump.

We told him that Mrs. Black was still doing her housework, her washing, her ironing and her churning, in the same old way that her grandmother did years ago. We told him that Mrs. Black was also entitled to take life a bit easy. We called his attention to the fact that she didn't have any labor saving devices. We made him admit that this wasn't giving his wife a fair deal. Our talking plainly was affecting the old man, and finally he said the fatal word. He asked: "How much did you say one of them plants installed would cost me?"

After we told him, he did just what they all do—began to holler about the price. But that didn't worry us. He finally said that if we could convince his wife they ought to spend the money for an outfit, he would buy one.

Convincing his wife was no trick

at all—in fact she was already convinced.

I don't know whether Mr. Black ever tumbled to the trick we played on him or not, but strangely enough, we had to get out our order book, and get him to sign it, and then he asked how long a time it would take us to install the plant. We said only a few days—our men will be here, and will put in the plant you have ordered, or no money. We will call thirty days later for settlement either cash or note. "No note for mine," was his comeback, "I guess I can get the amount of the plant together for you, if that is how you must do business. Cash will be ready."

And then, strangely enough, the truck started and worked beautifully, as soon as we had closed our order, and had him sign it.

Current-Supply Set for Power Amplifier, Which Eliminates "A" and "B" Batteries

The Western Electric Company has developed a current-supply set to be used in place of the present "A" and "B" batteries, for supplying both filament and plate current to the Western Electric 10-A loud speaking telephone outfit where there is an alternating current lighting circuit of proper voltage and frequency available. It should be particularly noted that this set is not designed for supplying either filament or plate voltage to a radio receiving set, nor can it be used on a direct current lighting circuit.

The 2-A current-supply set is approximately 1-ft. long, 7-in. wide, 6-in. high and weighs about 19 pounds. All of the apparatus (with the exception of the 217-A vacuum tubes, which are rectifying tubes) is enclosed within the cast-iron case of

this set. This set when attached to an alternating current lighting circuit, whose voltage is not less than 100 or more than 120 and whose frequency is not less than 50 or more than 70 cycles, provides the necessary filament voltage of approximately 5½ volts, and also the higher voltages (approximately 120), necessary for the plate circuit. The 110-volt alternating current supplied by means of the 217-A rectifier tubes, with the associated apparatus, is so rectified that it supplies direct current voltage to the plate circuit, which has heretofore been furnished by the dry cell "B" battery. The normal watts input of the 2-A current supply set is approximately 38, and the efficiency is about 50 per cent.

Sell Farm-Electric Plants to Prospects Outside of Farms

The farm is not the only place that can make use of farm-electric generating plants. The following list gives a general idea of the various places that can use them:

- Houses in suburbs
- Country stores
- County motion-picture places
- Boats and ships
- Lumber camps
- Country school houses
- Traveling entertainers
- Country hotels and boarding houses
- Hunting clubs
- Docks

The installation of the generating unit itself is but the beginning. The place must be wired, and there are lights and motors to be purchased, so that in fact the dealer has created a veritable gold mine of sales possibilities, and when the dealer has sold the customer a satisfactory piece of apparatus, that customer is going back to him when he makes other purchases.

Radium Devices vs. Moonlight

The luminosity of average moonlight, it is stated, runs from about 100 to 500 microlamberts as reflected from white paper. The luminosity of the usual radium luminous material, according to an authority on the subject, is about 20 microlamberts. The extreme grades run between 40 and 50 microlamberts, so that white paper in the light from a full moon would be, as a very minimum, about twice as bright as luminous material at its best.



Eliminating both "A" and "B" batteries used on power amplifiers, the new current-supply set portends the coming of the battery-less radio outfit.

Why Not Regular Monthly Inspection of Washing Machines?—Many Housewives Would Welcome It, and Pay for It, Too

While the question of servicing electric clothes washers has been "talked" back and forth now, ever since washing machines were invented, the typewriter companies have worked out a method of servicing typewriters which might be quite as applicable to washing machines. Many owners of typewriters, it is true, call in a service man only when the machine actually breaks down; but many others arrange for regular monthly inspections, at a small yearly fee, whether the typewriter is out of order or not.

Prevention Better than the Cure

Prevention, rather than remedying, of breakdowns, in other words, is the keynote of this service. And many a housewife would welcome a similar service, and the assurance that her clothes washer will be in order when she wants it.

For, after all, that is what the housewife wants—insurance against breakdowns on washday. No reasonable woman expects that a machine can go on definitely without accidents due to wear and tear. But—"prompt service when your machine gets out of order," speed in repairing the injury, and tact in mollifying the wrath of the irate housewife—these

are not the essentials of good servicing, although many dealers have been persuaded that they are.

What a Breakdown Means to the Housewife

As a matter of fact, the housewife whose blazing eyes can fairly be felt over the telephone, cares less about the accident to the machine than about the fact that it occurred at the moment when she needs the washer most—in the middle of the wash. She is probably stranded for the morning, her laundry or kitchen upset, her tubs full of clothes, put to soak the night before, and her laundress, also, perhaps standing with idle hands. The secret of good servicing is to have the machine in working order when the housewife wants to use it—not after her day has been spoiled and her week's schedule upset.

But if, for a small monthly or yearly fee, the housewife could have a "service man" call regularly—say once a month—to inspect the machine and do what is necessary to keep it in good health until his next visit, then she would be insured against breakdowns on washday, and her satisfaction with the machine would be complete. Most often this

service would mean only thorough cleaning of the machine, oiling or tightening of gears—but these are the very details the housewife or maid is apt to neglect, and which cause more serious injuries. Such service means no reflection on the machine itself, any more than it does in the case of typewriters. In both instances, prevention of breakdowns is far more important than quick repairs afterward—that's all.

Whether this service should be provided by the electrical dealer in co-operation with the manufacturer, or by the electric light company, is a question to be decided by circumstances. The important fact is, many housewives will welcome it, it will help to solidify friendly relations between dealer and customer, and will establish the electric clothes washer more firmly than ever in public confidence.

Paste This in Your Hat!

Frank Quesnel of Syracuse, N. Y., says he owes much of his success as a vacuum cleaner salesman to these "ten commandments," which he keeps pasted in his hat:

1. Be agreeable.
2. Know your business.
3. Tell the truth.
4. Don't argue.
5. Make it plain.
6. Remember names and faces.
7. Be dependable and loyal.
8. Don't be egotistic.
9. Think Success.
10. Be human.

"Mrs. I-Don't-Care" and "Mrs. I-Do-Care" Display Their Kitchens



A striking pair of windows, contrasting the kitchens of "Mrs. I-Don't-Care" and "Mrs. I-Do-Care," can be made of the simplest elements and yet tell a forceful story, as the Western Colorado Power Company, Durango, Col., found, when it staged the

two window displays shown above. The picture wasn't over-drawn, either, for the bulky coal stove, rusty wash boiler, messy washtub and washboard, straggling mops and brooms and banged-up coal scuttle were only too familiar to most of the women

who saw the window. The contrasting window fairly sparkled with its white dishwasher, range, vacuum cleaner and clothes washer. It was, indeed, a "story that needed no words" and made a lasting impression on the women who saw it.

constitute an acceptance of the roughing in work as satisfactory and no claim shall be made against the electrical contractor for damages or errors after the work has been passed by the city inspector. 'Roughing in' work includes only work necessary to pass 'Roughing in' inspection under the ordinance, laws or rules governing the work. The electrical contractor shall not be responsible for damage to fixtures after they are installed. The electrical contractor shall not be held liable for any loss, damage or delays occasioned by fires, strikes or other causes beyond his control.

"Any change in the location of an outlet from that shown on plans or as originally agreed upon shall constitute an extra outlet, payment for which shall be made on a time and material basis.

"All appliances, equipment, fixtures, switches, and other material or property of any kind or character whatsoever, which may be removed from the structure upon which they have been placed by the contractor under this agreement, without the destruction of any wall, floor or foundation, shall not be considered as affixed to the said premises, and shall remain the property of the contractor until full payment for same shall have been made. All payments made under this agreement shall be applied first to the payment for labor, and secondly to the payment for material affixed to said premises, and the remainder to the payment for fixtures, appliances, equipment, switches and other property furnished or owned by the contractor."

When the Building Contractor Wants Electrical Ideas

How can the local builder or general contractor get the necessary electrical information to help him plan his wiring and spend wisely the \$50 or \$100 extra, which will make his house distinctive for its electrical convenience? Here are some suggestions he will welcome:

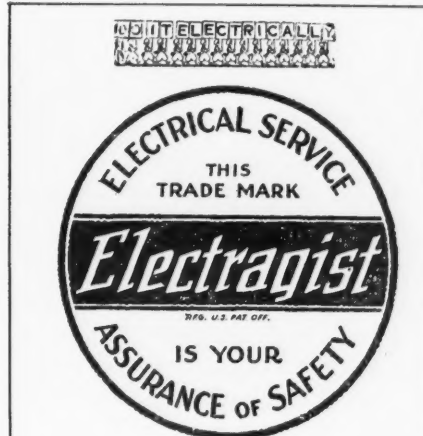
He can consult the local electric light company. He can get in touch with the manager of sales, exhibit his plans, and ask for their expert advice on the location of outlets, switches and other electrical convenience features. His questions will be freely answered, and he will get information which he can convert into real cash money when the time comes to sell his house.

2. He can seek the counsel of his electrical contractor and get that practical electrical man's advice on the electrical conveniences to install which are popular with the public. Too often the only conferences the general building contractor ever has with his electrical man are those centering around efforts to cut out some electrical feature and so reduce the cost. Instead, the building man should recognize that the electrical features he puts into his house are his strongest selling points, and urge the electrical contractor to show him more such points to include in his "home convenient." When one recalls that the cost of a finished room is from \$1,000 to \$1,500, it appears poor economy to save on two or three outlets costing a few dollars each, at the risk of impairing the livability and salability of the room.

3. In certain cities there are co-operative organizations of electrical

men, which organizations have for their purpose the supplying of information to intending builders, to enable owners, architects and contractors to get the best arrangement of electrical conveniences, and enough to put his house in the up-to-date class. Such

"The Iron Tyranny Which Compels Men to Go On Doing Good Work"



REPUTATION

The man who builds and the man who buys are both beneficiaries of a good reputation. To the one it is a continuous spur and an incentive—to the other the strongest of all guarantees that what he buys is worthy.

We sometimes speak of winning a reputation as though that were the final goal. The truth is contrary to this. Reputation is a reward, to be sure, but it is really the beginning not the end of endeavor. It should not be the signal for a let-down, but, rather, a reminder that the standards which won recognition can never again be lowered. From him who gives much—much is forever after expected.

Reputation is never completely earned—it is being earned. It is a reward—but in a much more profound sense it is a *continuing responsibility*.

That which is mediocre may deteriorate and no great harm be done. That which has been accorded a good reputation is forever forbidden to drop below its own best. It must ceaselessly strive for higher standards. If our name means much to our public, we are doubly bound to keep faith. We have formed a habit of high aspiration which we can not abandon—and out of that habit created a reputation which we dare not disown without drawing down disaster.

There is an iron tyranny which compels men who do good work to go on doing good work. The name of that beneficent tyranny is reputation. There is an inflexible law which binds us who build well to go on building well. The name of the benevolent law is reputation. There is an insurance which infallibly protects those whose reason for buying is that they believe in a thing and its maker. The name of that kindly insurance is reputation.

There is no higher incentive in human endeavor than the reward of reputation—and no greater responsibility than the responsibility which reputation compels all of us to assume. Out of that reward and out of that responsibility come the very best of which the heart and mind and soul of man are capable.

Tri-City Electric Co.

Service Building
W. J. Ball, Mgr.

A great sermon on the moral force of established reputation was preached by W. J. Ball, manager of the Tri-City Electric Company, Moline, Ill., in the above advertisement which is worth the careful reading of every electrical man. "Reputation is never completely earned,—it is being earned," points out Mr. Ball. "Reputation is a continuing responsibility. There is an iron tyranny which compels men who do good work to go on doing good work. The name of that beneficent tyranny is reputation."

advisory bureaus are maintained in Cleveland, St. Louis, Milwaukee, and other cities, and give disinterested advice on electrical wiring problems.

4. There are also national sources of such information. The Society for Electrical Development, 522 Fifth Avenue, New York City; the Joint Committee for Business Development, 29 West 39th Street, New York City; business magazines like *Electrical Merchandising* and the builders' papers. The manufacturers of electrical devices and supplies are also equipped to supply information and to answer inquiries from individual contractors.

Light Up the Country School Commencement

An opportunity to get farm electric plants favorably before farm folk will be soon presented in the country school commencement exercises—plans for which are being made even now in many schools. One farm electric dealer in Georgia every year, around commencement time, furnishes lights and demonstrates his plant in about fourteen schools in his county. And this is how he does it:

The schools, of course, are not wired. So this dealer carries with him about 150 feet of No. 14 lamp cord, sockets, lamps, etc., and installs lights at the entrance, in the corridors, stairways, auditorium, stage (overhead and footlights) and dressing rooms. It requires only about twenty-five minutes to make such an installation and much less time than this to take it down.

Place Plant Where Everyone Can See It

He makes a point of placing the plant near the entrance, so that every one entering and leaving the building is bound to see it. It is in constant operation, and the dealer himself, on the night of the commencement, explains, demonstrates and answers questions about it. Literature is distributed, and also placed in waiting automobiles. Where permission could be obtained, and it invariably could, a short statement was made from the stage, explaining how the school happened to have electric lighting for the commencement.

Get busy right now and make arrangements with your country superintendent or principals, to furnish lights for occasions of this kind! You will find them easy to convince and willing to help.



Exhibiting the "Electrical Home"



"Less Than the Draperies"

An effective point brought out in the talks to visitors to the Vancouver (B. C.) Home Electric was that the entire wiring installation actually cost less than the draperies on the windows. From the completeness of the wiring equipment, many visitors had conceived an exaggerated idea of the cost. But each demonstrator helped to eradicate this impression by emphasizing that the complete installation had cost only \$250 more than an installation made according to outgrown standards.

Sales Action Following El Paso's Electrical Home

The home electric exhibition which closed recently in El Paso, Texas, resulted in the largest merchandise and appliance sales ever recorded in the history of the electrical industry in that city, according to the report of the El Paso Electric Co-operative Association, under whose auspices the showing was held. These sales included some of the larger appliances, such as refrigerators and electric ranges. In addition, the contractors of the city have felt an increase in business, one firm having

Ideas and Methods Successfully Used in Showing the Public the Conveniences of Complete Electrical Installations

received a contract to wire four houses in the same manner as the one shown. The non-electrical organizations which co-operated in the exhibition, such as furniture dealers, also report sales traceable directly to the home.

A total of 10,982 people visited the house, which is a good percentage of El Paso's population of 80,000, 60 per cent of whom are Mexicans. Based on the attendance and total cost of advertising, the home was displayed at a cost to the association of approximately 2½ cents per visitor.

Home Electric for Brunswick

George N. De Laplaine of the Electric Shop, 306 George Street, New Brunswick, N. J., is preparing plans and specifications for a Home Electric to be built this spring in New Brunswick. The house will be of the Colonial type, with ten rooms, and will be as completely equipped, electrically, as possible. Mr. De Laplaine will welcome suggestions and co-operation from electrical manufacturers and jobbers.

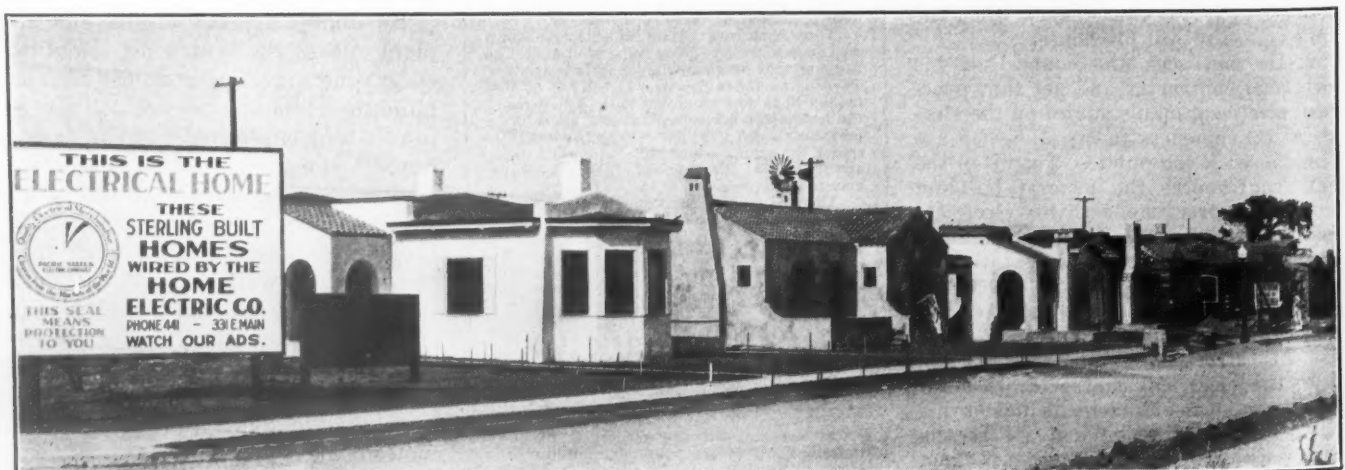
"Ahead-of-the-Fuse" Light in Greeley, Colo., Electrical Home

One of the latest electrical homes is reported from Greeley, Colo., where a complete demonstration of the electrical idea has been carried out through the co-operation of the Home Gas and Electric Company, the Greeley Electrical Supply Company, the Herdman Electric Company, the White Electric Company and the Bryant Electric Company. The home secured for the purposes of the display was a handsome new private residence—and the wiring as installed is very complete, the home containing an electric ventilating system, water heater with automatic control, electric fountain, electric range and an electric refrigerator and ice-making machine. One of the features of interest was the installation of an "ahead-of-the-fuse" light, to facilitate the replacement of fuses.

Call in the Women's Clubs to Help

In New Jersey, when they exhibit a Home Electric, they work on the theory that an exhibit which is planned mainly for women will go

Staging an Electrical Home Without an Electric Club



The staging of an electrical home in a community where there is no electric club has often been given up on account of the expense of advertising and the difficulties of handling the exhibit with a single organization. That it is quite possible to stage such a show with a minimum of expense and effort has recently been demonstrated

in the success of the Stockton electrical home, managed by the Home Electric Company in co-operation with the Sterling Building Company of Stockton, California.

The response in attendance was most gratifying and the home, priced at \$8,000 was sold shortly after being opened to the public. It is estimated by the builders that

the portion of the advertising carried in the local newspapers which should properly be charged against the home electric idea did not exceed six cents per visitor. They have announced that they plan an even more comprehensive exhibit of the same kind next year and in the meantime are "cashing in" on the first.

"The Old Homestead" and the "Home Electric" Exhibited in Cleveland Theatre



While the Fifth Electrical Home was being exhibited in Cleveland, it so happened that the popular film, "The Old Homestead," was being shown in a local motion picture theatre. And straightway the live promoters of the Home Electric hit upon a unique idea of capitalizing the coincidence. They had two miniature homes built—one, "the old homestead," the other, a very modern cottage. These they set up in the

lobby of the theatre, and made the center of two striking exhibits. Around the one, they placed an old kitchen stove, a wash-tub, oil lamps, a sad iron, and all the other "conveniences that grandmother had." Around the other, they placed a complete set of electrical labor-savers. Of course, the consent of the theatre proprietors had first to be obtained, but this was easily done by advertising that the miniature

houses were to be given away as prizes to patrons of the theatre and so materially increasing the attendance that week.

The exhibit attracted much attention from the hundreds of movie patrons that week. It is an idea, moreover, that can be adapted in almost any town where a Home Electric is being exhibited, for many other popular films can be strikingly tied-in with the electrical idea.

over much more successfully if the active co-operation of the women themselves is solicited.

Women's clubs and local social leaders gave enthusiastic help, when a "Better Home Electric" exhibit in Newark was planned. Each night of the exhibit was assigned to a different women's club, the members of which acted as hostesses and planned whatever programme they wished for that evening.

And a "Better Home Electric" in Paterson, the same week, also made a direct appeal to housewives. A meeting to discuss "Home Budgets" was called for one afternoon at the house, presided over by the director of home service of the local savings bank. Another meeting was held at which the state leader of home bureaus work gave an address on "Organization of Women in the Home Bureaus."

California Aiming at \$500 of Electrical Equipment per New Home

Additional emphasis upon the electrification of the home, announced by the advisory committee of the California Electrical Co-operative Campaign is expected to open up a possible additional market for electrical merchandise in that state amounting to \$7,000,000 for 1923. The campaign committee plans

practically to double its staff and a program of ten electrical homes located in every section of the state will be carried through. It is planned in this way to make personal demonstration of the advantages of electricity in the home to fully one tenth the population of California.

Statistics furnished by the State Housing Commission indicate a building activity which will result in something like 30,000 new homes in the state within the next year. It is thought reasonable to expect that with the efforts planned, the average wiring and electrical equipment of the new home may be raised from its former average of \$250 in California to \$500. Not only would this mean an additional seven million dollar market for the manufacturer, jobber and dealer, but it is figured would result in the additional consumption of 30,000,000 kw.-hr. of energy.

A Portable Show-Window for Demonstration Use

The subject of show-window lighting is also to be given particular emphasis throughout the year. A model show-window is planned which can be dismantled and shipped from place to place so that it can be used for exhibit purposes in talking before organizations, or in trade shows and for similar purposes. The windows will be 12 by 6 by 6 feet in dimensions and will be outfitted with

convenience outlets and with all equipment for showing variegated lighting effects. The story told will be that of the convenience outlet as an adjunct of the store, as well as the psychological advantage of adequate and properly directed light. It is expected to place special field men on this work and to produce a marked effect in the bettering of illumination methods within the coming year.

Dallas Features Lighted House Number

The illuminated house number, curiously enough, attracted more attention than did any of the other electrical features at the Home Electric in Dallas, Texas. This was because, just at that time, a big drive was being carried on in Dallas for better house numbers, and newspapers referred to the illuminated number at the Home Electric as an example all home owners should adopt. Courtesy to the public was the feature newspapers brought out, in favor of the lighted street number.

The Dallas Home Electric was built by the Dallas Electric Club working in co-operation with a local newspaper, local merchants, and a real estate dealer and contractor. It was open to the public for more than two weeks, and visited by about 75,000.



The Appliance Saleswoman



"Women Can Best Tell Story of Electricity to Other Women," Says Goodwin

The field of opportunity for women in the electrical industry falls primarily into four classes—advertising, publicity, writing and demonstrating—said William Goodwin, assistant to the president, Society for Electrical Development, in a recent address before the League of Advertising Women of New York City.

Mr. Goodwin said that the amount of money spent in advertising was less in the electrical industry than in any other industry. The reason for this, he thought, was the lack of merchandising talent in the electrical industry, electrical men being essentially engineers.

"For this reason, there's a real need and opportunity for women, who know what women want and can sell to women, to tell the story of electricity. For example, to sell the electric dishwasher as well as the electric clothes washer. Why haven't men been able to sell the dishwasher in the quantities that one would think possible, considering that dishwashing is the biggest and most despised of household tasks?

"The electrical industry has continually to fight the competition of public ownership, and any advertising man or advertising woman who has the answer to that problem will be a desirable person in the industry. And anyone who has the gift for telling the story of the service of electricity will be, too.

"The big story that you women who advertise or sell can tell about electricity is the *safety* of electric service in the home, and its *cheapness*. Electricity, you know, is the only known product that is manufactured in the same form that it is consumed.

"In almost any other line—from white goods to chinaware—the housewife has a pretty fair idea of what she ought to get for her money. But the average woman has absolutely no conception of what she gets in electric service for say, \$5—I mean, in the way she can instantly size up a window marked, 'Any hat in this

*An "Idea Exchange"
for the
Women Who Sell
Labor-Saving Appliances
for the Home*

Featuring the Kitchen and Kitchen Toile in Your Windows

BY FRANK H. WILLIAMS

To the average housewife the most important room in the house is the kitchen.

The kitchen is the most important room to the woman without a maid, because she regularly spends four or five times as much time in the kitchen as she spends, awake, in the other rooms of the house.

Have you ever considered this fact in connection with promoting the sale of the electrical appliances in which you deal?

And if you haven't why wouldn't it be a good idea to get up a floor plan of a house, showing kitchen, living room, dining room, hallway, etc., but with the kitchen arranged so that it was four or five times bigger than any other room, and use this plan in driving home to folks



"What a big kitchen!"

"But it is no bigger than its relative importance to all the other rooms in *your* house!"

"Have you ever considered the fact that the average housewife spends more time in her kitchen than she spends, awake, in all the rest of the house put together?"

the importance of having the kitchen equipped with all modern electrical appliances?

This plan could be placed in your show window and with it you might use a placard reading about like this:

"What a big kitchen!"

"But it is no bigger than its relative importance to all the other rooms in *your* house!

"Have you ever considered the fact that the average housewife spends more time in her kitchen than she spends, awake, in all the rest of the house put together?"

"And have you ever considered the fact that the way to get housewives out of the kitchen into the rest of the house and outdoors where they can more thoroughly enjoy life, is by completely equipping their kitchens with all the modern electrical appliances handled by this store?

"Make *your* kitchen be of normal size! See to it that *your* wife doesn't spend all of her life in your kitchen. Come in and let us talk to you about kitchen electrical appliances *now*.

"And remember that this store is the best place in which to purchase electrical appliances because the service we give with the goods we sell is the best in the city."

A lop-sided floor plan of this character would be certain to attract a lot more than the usual amount of attention to your show windows, and having attracted this attention would be sure to help you sell the kitchen electrical appliances which you would show in your window with the floor plan.

A Monster Clock to Mark the Kitchen Hours

Another interesting and unusual method of driving home to folks the fact that the average housewife spends such a tremendous amount of time in her kitchen, would be by means of a huge imitation clock on the face of which there would be twenty-four hours indicated instead of the customary twelve.

On this clock all of the hours from 6 o'clock in the morning until 8 o'clock at night should be painted in black with this lettering in white on them: "Kitchen Hours."

This imitation clock should then be placed in your show window and in front of it should be a placard reading about like this:

"How many kitchen hours for *your* wife?"

"The average housewife spends most of her waking time in her kitchen.

"By looking on this clock you will see just how much of her time is spent in this manner.

"Get your wife out of the kitchen so that she may enjoy life more and be happier.

"You can do this by furnishing your kitchen with the latest modern electrical appliances purchased at this store and backed up with our superior service.

"Come in and let us talk to you about all this now."

This kind of a window display would be certain to get the attention of many folks and would, therefore, be certain to help the store in selling more electrical goods.

Colored Mammy Now Washes Electrically—and Rides in Her Own Car

Gone are the days when the colored washwoman stood bent over a washboard and tub to earn her living by doing white folks' laundry—when she delivered those same washings in an old baby carriage or in the wagon of her small son.

A long, heavy touring car glides down the main street of Topeka, the capital of Kansas. The back seat of the car is piled high with baskets and a colored woman sits at the helm. The enamel finish of the car glistens brightly, but not more brightly than the smile of the woman at the wheel, for *she* is the owner of the car. Her smile is one of content, because every cent that went to pay for her cherished possession was earned by washings like those that heap the back seat.

The laundry business is good, Mrs. Lulu Dilly affirms, but with cold weather she has been slacking off in the number of washings done each week. Her income now from washing is about \$28 a week, but last summer, when she had long, hot "drying" days, her electric washer often accommodated as many as nine family washings in one day. Then her income from her laundry work was from \$37 to \$42 a week.

Don't "My Dear" Her Too Much

H. D. Barnes, western Pennsylvania district manager for the Apex Electrical Distributing Company, when recently asked what faults a woman demonstrator in a prospect's home should guard against, said:

"For one thing, she should guard against becoming too chummy with the prospective customer. I have known women demonstrators to call their prospects 'My dear' with every second breath, and while this may have worked out well enough in some instances, it worked havoc in others. To demonstrate an electrical appliance is a business proposition, regardless of the sex of the people involved, and the demonstrations should always be thoroughly businesslike, from start to finish."

Domestic Science Classes Visit Appliance Salesrooms

An interesting merchandising idea is being worked out by Miss Laura M. Rischman, home economist of the Buffalo General Electric Company. Miss Rischman is a teacher of night classes in Hutchinson High School and recently she arranged to have three classes in cookery and lunch room work visit the main display rooms of the Buffalo General Electric Company, doing this as part of their class work.

The classes went to the electric company's display rooms on three different nights and in all more than 100 women and girls, many of them housewives, attended this practical demonstration of household electrical appliances. Miss Rischman gave a talk on the various appliances as they were demonstrated and the class members themselves took part in the demonstration. Articles which were explained and used were the electric ranges, vacuum cleaners, washers, ironing machines, coffee percolators and waffle irons, the last two being used in the preparation of the light luncheon served. The next demonstration will be to a class of nurses from Columbus Hospital and the Children's Hospital.

Equipment for demonstration has also been loaned by the electric company to two different high schools in outlying parts of the city for night school work.

Novel Cook Book as Premium

By giving a gingham-bound cookbook containing 200 old-time Southern recipes with each electric grill, the Commonwealth Edison Electric Shops, Chicago, attracted buyers for this appliance. The interest in the "Dixie" cooking was greater because the number of copies of the book to give away was limited. A laundering booklet is also a popular premium.

Getting Leads for the Outside Salesmen



"Every visitor who watches my demonstrations is a lead for one of the outside salesmen," is the thought of Miss Erwin, who handles store demonstrations in the Spring-Holzwarth shop of Alliance, Ohio. Miss Erwin carefully stages her demonstrations

with this end in view, and few who watch her get away without having left their names and addresses. Besides Miss Erwin, the picture above shows her follow-up salesmen, H. Mayo, F. E. Lowery, W. Camp, and the manager, H. O. Erwin.



Before He Presses Your Suit

G. R. Overton of Winchester, Ill., recently sold T. D. Smith a vacuum cleaner with a complete set of attachments, on the strength of its ability to clean clothing. Mr. Smith, who runs a cleaning and pressing business, had the imagination to see the possibilities, and now he uses the cleaner on all suits before they are pressed, making an additional charge of twenty-five cents for the service.

How about the tailors, or the cleaning establishments in your town? Another appliance to sell for this purpose is the small, hand-sized vacuum cleaner.

Two Thousand "Chain-Store" Systems Now Control 100,000 Retail Outlets

Since 1900 the "chain-store" idea has spread to a great variety of lines, including tobacco products, confectionery, drugs, haberdashery, clothing, dry goods, automobile supplies, restaurants, bakeries and barber shops, explained Dr. Paul H. Nystrom, director of the Retail Research Association, New York City, before the recent convention of the Chamber of Commerce of the United States.

There are now probably 2,000 chain store systems in existence in this country, these systems having a total of over 100,000 retail outlets. Mr. Alfred H. Beckman, secretary of the National Chain Store Grocers Association, is authority for the statement that 75 chain grocery organizations operate about 50,000 stores. The total volume of all chain organizations must be considerably in excess of a billion dollars. Estimates have been made that within the grocery field 10 per cent of the total business is already done by chains, and it does not seem to be an exaggeration to estimate that more than 5 per cent of all goods sold to consumers in this country pass through chain stores.

Inasmuch as chains operate mainly and most successfully in the larger cities, their progress then is much more noteworthy. In such cities as Philadelphia and New York probably more than half of all food products going to the consumer are sold by chain stores, and a large proportions of other goods as well.

One of the principal points of competition, between chain store and independent stores is the competition of management between chain-store experts operating indirectly through assistants, and the independent store managers who operate directly and have personal contact with their businesses. That some independent store managers are outdistanced in this race is not surprising when one considers the lack of training many of them have for entering the business. Many independent store managers are quite content under the stress of such competition to sell out or give in to the chain and become lieutenants or rank-and-file men under the direction of the chain-store experts.

On the other hand, the chain store sometimes meets defeat. I have heard chain store executives say "I never locate a store in a community in which there is a live independent dealer" and, again—"Sometimes we make a mistake and get into a community where there is a live merchant or where one who formerly was

more or less dormant began to adopt up-to-date merchandising methods on our arrival. As soon as we discover these conditions we pull up our store and sell out our lease, or move to a more desirable locality."

Neither the chain-store or the independent-store managements have the monopoly of the best methods of management. If by either system a big gain could be made over the other, it would naturally be reflected in costs, but the facts are that in both chain stores and independently owned stores costs vary from low to high percentages. These variations are due, in part, to differences in services performed, but more important still, from the standpoint of the future of both chain store and the independently owned store, they vary in proportion to the management ability of their respective executives, and the better type of manager is found in both chains and independent stores. The profits go to the better managers whether they are in the chain store or the independently owned store.

Record of Lighting Fixture Patents

Issued from Feb. 6 to Feb. 27, 1923

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are all the design patents pertaining to lighting materials issued by the U. S. Patent Office from Feb. 6, 1923 to Feb. 27, 1923:

61,895, 96, 97, 98, 99, 900, 01, 02, 03, 04, 05. Pendant, Brace, Arm, Leg, Supporting Arm, Leg, Arm for Lighting Fixture, Lighting Fixture and Ornament. Frank S. Crowell, Toledo, O., assignor to the Edward N. Riddle Company, Toledo, O. Filed April 20, 1922. Issued Feb. 6, 1923. Term seven years.

61,906. Prismatic Glass Globe. William A. Dorey, Newark, Ohio, assignor to Holophane Glass Company, Inc., New York. Filed May 11, 1922. Issued Feb. 6, 1923. Term fourteen years.

61,908. Lighting Globe. Edwin Bennett Gillinder, Port Jervis, N. Y., assignor to Gillinder Brothers, Port Jervis, N. Y. Filed May 5, 1922. Issued Feb. 6, 1923. Term fourteen years.

61,910. Clock Lamp. George Graff, New York, assignor to Braff, Washbourne & Dunn, New York. Filed Feb. 8, 1921. Issued Feb. 6, 1923. Term fourteen years.

61,936. Lamp. Bert Carlisle, Santa Ana, Calif. Filed Mar. 30, 1922. Issued Feb. 13, 1923. Term three and one-half years.

61,923. Chandelier. Thure H. Dahl, New York. Filed May 31, 1921. Issued Feb. 13, 1923. Term seven years.

61,929. Lighting Fixture Bracket. Wilfred B. Goddard, San Francisco, Calif., assignor to Thomas Day Company, San Francisco, Calif. Filed April 13, 1922. Issued Feb. 13, 1923. Term three and one-half years.

61,931. Combined Lamp Shade and Stand. Morris Kornblum, Brooklyn, N. Y. Filed March 8, 1922. Issued Feb. 13, 1923. Term seven years.

61,932. Lamp Shade. Norvin W. Perrin, Chicago, Ill. Filed Jan. 23, 1922. Issued Feb. 13, 1923. Term three and one-half years.

61,933. Lamp Shade. Frank Yokel, Philadelphia, Pa., assignor to Wm. B. Young, Company, Philadelphia, Pa. Filed April 8, 1922. Issued Feb. 13, 1923. Term three and one-half years.

61,934, 35. Lamp Standard. Edwin B. Pike, Milwaukee, Wis., assignor to Phoenix Light Com-

pany, Milwaukee, Wis. Filed Dec. 22, 1921. Issued Feb. 13, 1923. Term three and one-half years.

61,937, 38. Ornamental Ring for Lighting Fixtures. George V. Strahan, Newark, N. J., and Frederick W. Mathieu, New York, assignors to Mitchell Vance Company, Inc., New York. Filed April 18, 1922. Issued Feb. 13, 1923. Term seven years.

61,940, 41. Lamp Column, Lamp Base. Frank Yokel, Philadelphia, Pa., assignor to Wm. B. Young Company, Philadelphia, Pa. Filed April 8, 1922. Issued Feb. 13, 1923. Term three and one-half years.

61,957. Lighting-Fixture Urn. Harry C. Adam, St. Louis, Mo. Filed Dec. 15, 1921. Issued Feb. 20, 1923. Term fourteen years.

61,960, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73. Electric Chandelier, Hall Lantern, Brace for Lighting Fixture, Arm, Bracket Back, Bracket for Lighting Fixture. Frank C. Crowell, Toledo, Ohio, assignor to the Edward N. Riddle Company, Toledo, Ohio. Filed April 20, 1922. Issued Feb. 20, 1923. Term three and one-half and seven years.

Mechanical Patents

1,444,054. Lamp Guard. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Mfg. Company, Chicago, Ill. Filed March 10, 1919. Issued Feb. 6, 1923.

1,445,264. Water-Gauge Lighting Fixture. Reuben B. Benjamin, Chicago, Ill., assignor to Benjamin Electric Mfg. Company, Chicago, Ill. Filed Aug. 7, 1918. Issued Feb. 13, 1923.

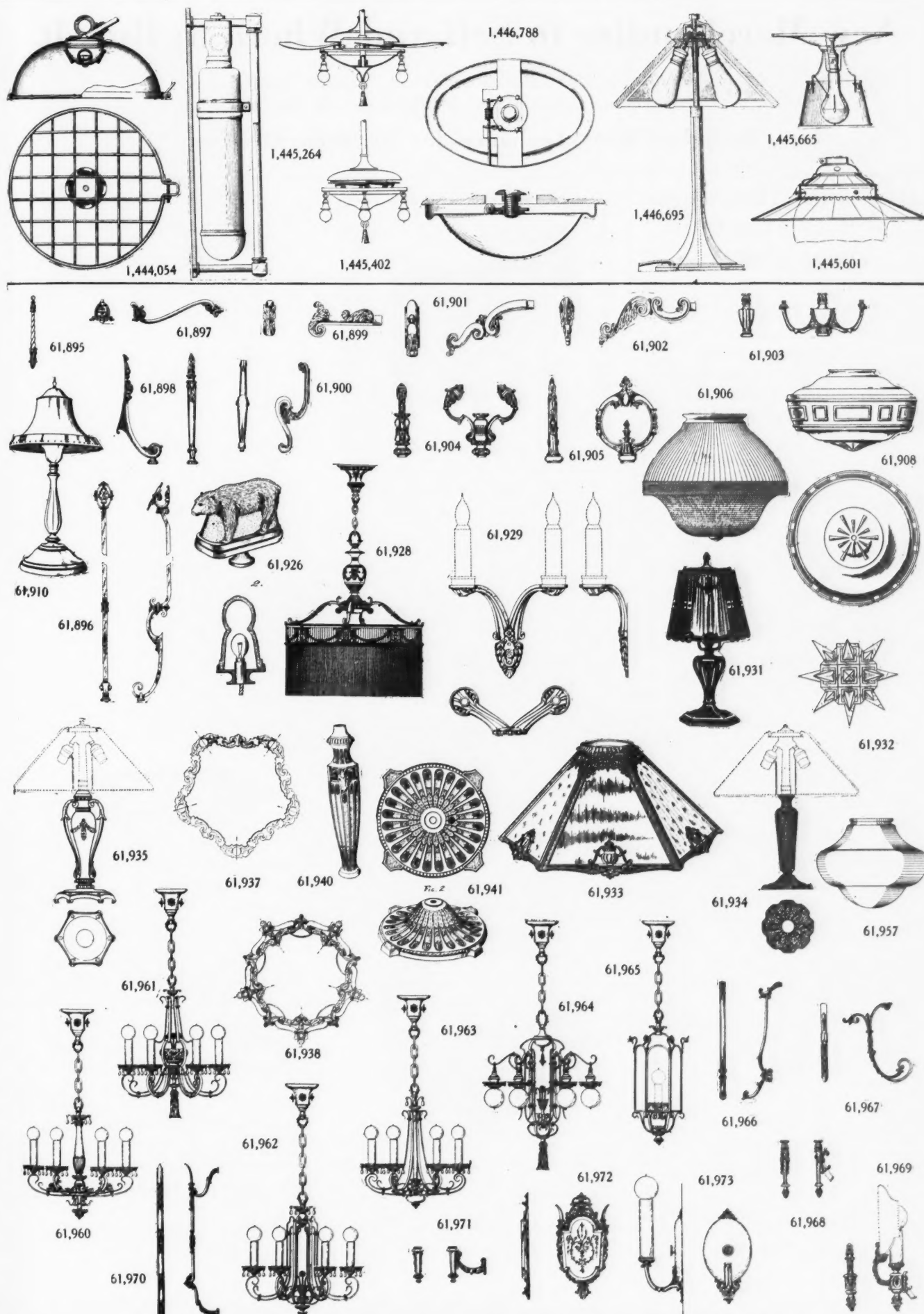
1,445,402. Disappearing Electric Fan. Clarence W. Le Velle, Wichita, Kans. Filed Mar. 6, 1922. Issued Feb. 13, 1923.

1,445,601. Reflector. Isaac Litner, Brooklyn, N. Y. Filed May 3, 1922. Issued Feb. 13, 1923.

1,445,665. Electric-Lighting Fixture. Edward Lewis Dales, Philadelphia, Pa. Filed March 9, 1922. Issued Feb. 20, 1923.

1,446,695. Electric-Lamp Stand. Hubert Dunn, San Francisco, Calif. Filed Jan. 12, 1921. Issued Feb. 27, 1923.

1,446,788. Canopy for Fixture Securing Device. John A. Daum, Pittsburgh, Pa. Filed Jan. 19, 1921. Issued Feb. 27, 1923.



Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each

New Merchandise to Sell and Where to Buy It

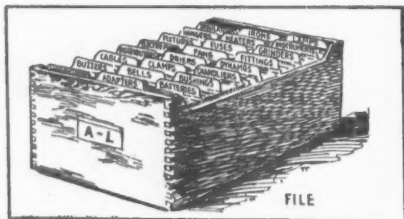
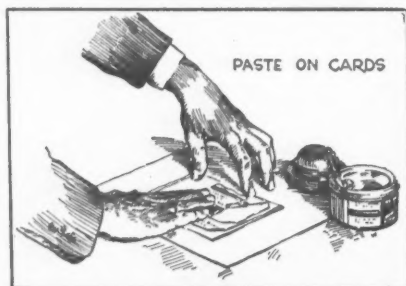
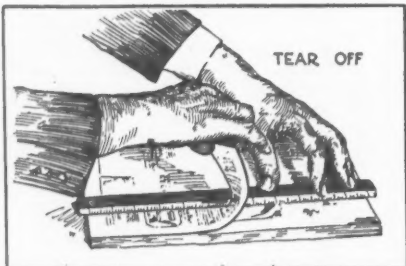
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many Appliances for the Home Electrical

How to Use These Pages to Make Your Own Buying Index

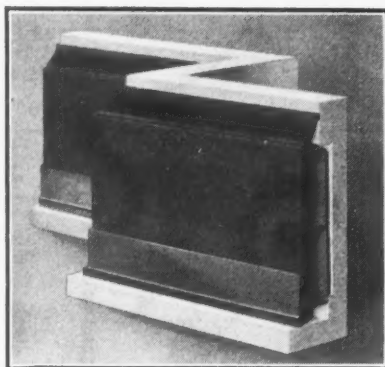
Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which effect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Baseboard Metal Raceway for Surface Wiring

Electrical Merchandising, April, 1923

A thorough-going scientific solution of the electric wiring problem in modern buildings is found in "Conduo-Base," which is a combination metal baseboard and electric conduit-way for lighting and telephone wires, as well as a continuous outlet box. Conduo-Base provides a good-looking sanitary metal baseboard, finished to match any wood, marble or metal, which is also provided with a natural bronze "mop-mould" to

prevent rubbing off the finish of the base when the floors are cleaned.

To facilitate quality electric wiring Conduo-Base in addition furnishes two large concealed raceways for high and low-tension wires, respectively, both raceways being easily accessible by simply removing the base front. This front covering is designed to make possible the placing of any number of electric receptacles and low-tension current outlets at any point or points along the base, and at any time desired, with extreme ease. Instead of extending numerous conduits to a number of fixed baseboard outlets—none of which may suit each tenant's requirements—by installing Conduo-Base and extending in the floor fill one low-tension wiring conduit from main wiring shaft to any convenient point in Conduo-Base, and extending 1/2-inch conduit from wall switch box to Conduo-Base, any number of high and low tension wires can be extended at any time in the Conduo-Base raceways. And any number of outlets for fans, desk lights, dictaphone motors, telephones, intercommunicating phones, district-telegraph call bells, buzzers, etc., can be installed and connected at any desired point, whenever wanted.

Conduo-Base will, it is declared, pay for its cost in the saving made by eliminating extensive conduits and wiring for fixed base outlets and by eliminating changes of wiring for each tenant.

"Conduo-Base" is manufactured by the Dahlstrom Metallic Door Company of Jamestown, N. Y.

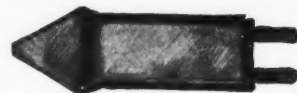
Electric Soldering Iron

Electrical Merchandising, April, 1923

"Solderette" is the name of a new soldering iron recently developed by the Electric Heat Unit Company of St. Louis, Mo. It weighs only 5 oz., and is a practical and useful soldering tool for use on the radio set, for automobile connections and radiators, for farm lighting plants, for kitchen ware, electric washing machines, laundry tubs and boilers, for the laboratory and in many

other applications where a tool of this kind is required.

The "Solderette" fits any standard heating appliance plug, such as flat iron, toaster, or percolator, and when in use with the soldering iron the plug becomes the handle.



Work Alarm with Clock Movement

Electrical Merchandising, April, 1923

"Just on the dot" can be applied to the new work alarm manufactured by the A. & W. Electric Sign Company of Cleveland, Ohio.

The alarm is provided with a clock movement, equipped with an 11-jeweled watch escapement controlled by a chronoscope. The switch on this clock movement is not connected directly to the main spring, but is connected through a special gearing so that the switch is thrown on and off in the same tripping operation, which allows it to be on for a period of about ten or twelve seconds.

As accurate time is claimed for this device by the manufacturer, it should find a special place as a work alarm in operating siren whistles, electric bells or any other electrical arrangement where a time annunciator is required.



Antenna Ring

Electrical Merchandising, April, 1923

The "Faradon" socket antenna manufactured by the Radio Corporation, 233 Broadway, New York City, will work as well as an average outdoor antenna, in most locations. This device will prove just the thing for those who are unable to put up an antenna, or those who are required by certain city ordinances to pay a tax for outdoor aerials.

Electric Toaster

Electrical Merchandising, April, 1923

A new toaster which has an automatic turning feature, is being manufactured by the National Stamping & Electric Works, 3212 West Lake Street, Chicago, Ill. The toaster is furnished complete with a 6-ft. cord and attachment plug, and may be operated on a.c. or d.c. circuits. The size is 7 1/2 in. by 7 1/2 in. by 4 1/2 in.



Electric Bathrobe

Electrical Merchandising, April, 1923

Possessing the comfort of the ordinary garment, the "Electronet" bathrobes manufactured by the Charles Electric Garment Company, of 1739 West 25th Street, Los Angeles, Cal., are declared to have the additional advantage of the believed curative properties of electro-magnetism.

The garment is interwoven with many feet of fine-spun, double-insulated wire, cabled for creating thermal magnetism. It is energized by connecting a cord to the ordinary light socket. In spite of its 15,000 feet of wire, it weighs only nine ounces more than the fabric of the original garment. It is always ready for instant use.

The bathrobe has been recommended for use in Government hospitals, in cases of rheumatism, gout, neuralgia, kidney diseases, insomnia, nervousness, paralysis, grippe, catarrh, asthma, and so on.

Household Vacuum Cleaner

Electrical Merchandising, April, 1923

"No. 543" is the latest addition to the Hoover line of vacuum cleaners, manufactured by the Hoover Suction Sweeper Company of North Canton, Ohio. It is of household size and has many improvements over the company's previous models.

The brush action of the machine is made smoother by the use of ball bearings, which minimize friction, eliminate oiling and lighten the load on the motor; the regulation of the height of the suction nozzle for varying thicknesses of rugs is conveniently and easily made by the turning of an adjusting thumb nut; and the dust bag, raised 3-in. higher from the floor than on previous models, is supported by a holder, which prevents it from dragging on the floor.

A new type of "converter" permits easy and quick connection of the simplified improved attachments. The converter locks in place beneath the fan, shuts off completely the suction nozzle and results in greatly increased suction through the attachments. The attachments are so made that the pliable hose fits into the converter and the cleaning tools into the hose.

Another improvement is an aluminum-capped fiber grip on the handle which prevents the marring of walls or furniture if the handle should accidentally touch them.



Electric Ice Cream Freezer

Electrical Merchandising, April, 1923

Almost every member of the family likes "home-made" ice cream but there never were many volunteers who were willing to devote the time and energy required to convert, by arm movement, the mixture of milk, eggs and a few other necessary ingredients into everybody's favorite desert.

But times have changed:

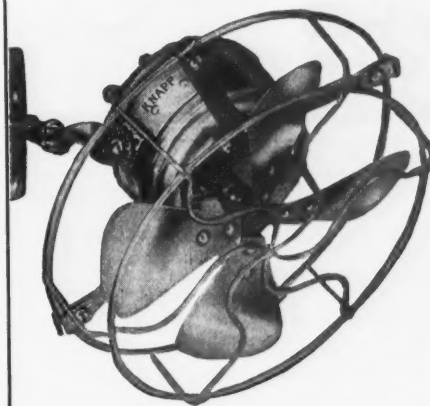
The ice cream freezer manufactured by the Taylor Churn and Manufacturing Company, Garrison and North Market Streets, St. Louis, Mo., can be operated from the washing machine motor in homes where this labor-saving device is already installed, or a motor will be supplied with a freezer. Also, the motor can be obtained without the freezer for use in households that already have a freezer. The machine can be had with a 32-volt d.c. or 110-volt a.c. or d.c. motor.

For domestic use 2 to 6 qt. sizes are made, and for institutions, hotels, hospitals, etc., 8 to 20 qt. sizes may be had.

face and hence better heating. As the entire heating system is of copper, there is no rusting out or accumulating of rust or scale in the pipes to obstruct the circulation of water. The egg chambers are made of California redwood and the egg trays of galvanized steel frame with corrugated wire bottom with drop section to allow the chicks to drop into the nursery. The incubator is made in three sizes, 126 eggs, 252 eggs and 504 eggs. The 504-egg size, Model 83-L-23, requires a floor space of 79 by 33 in.

Electric Incubator

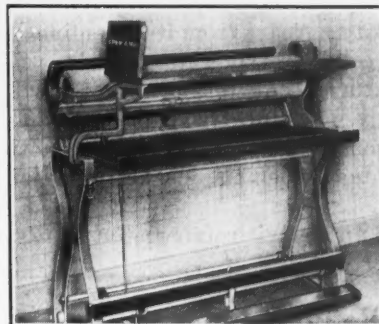
In Spring, both the embryo and the full-fledged farmer give attention to their poultry tenants and to the importance of good incubators. Here is an improved model brought out by the Petulama Electric Incubator Company of Petulama, Cal. It is operated on the hot water principle. The heater is made of heavy copper and the water is circulated in copper tubes of larger size than is usually put into incubators, therefore providing more radiating sur-



Two-Pound Electric Fan for Closed Cars

Electrical Merchandising, April, 1923

Another electrical automobile accessory is a small fan, called the "Limo-Sedan" marketed by the Knapp Electric & Novelty Company of 511 West Fifty-first Street, New York City. This two-pound fan can be attached to the ceiling or side of a closed car by the double adjusting bracket and will blow in any direction desired. It will also find a place in small-cabin boats, cruisers, or wherever a low voltage fan can be used. The fan blade, which is six inches, is finished in a nickel polish, with the body of the motor black japan with nickel trimmings and the fan guard black japan.



Electric Ironer

Electrical Merchandising, April, 1923

An electric ironing machine that can be used either in connection with the "Sieben" electric washer or equipped with its own motor, is made by the Modern Home Appliance Company of Kansas City, Mo., manufacturers of the "Sieben" line of electrical laundry equipment.

The ironing machine, which is 46 in. long and 9 1/2 in. wide, is of the open-end type and is operated by foot control. Its roll is extra heavily padded and the manufacturer claims for it that each square inch of the roll is uniformly heated.

Radio Parts

Electrical Merchandising, April, 1923

The King Sewing Machine Company of Buffalo, N. Y., has developed a line of radio parts made from bakelite. In its finished form, bakelite is a heat-resisting material; high dielectric, impervious to oils, steam, moisture or any of the known solvents. Because of these qualities it is readily adaptable for radio use, and it is claimed there is no fatigue or gradual deterioration of the material even under continuous electrical stress or changing atmospheric conditions.

Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.



Sales Helps for the Dealer



What the Electric Refrigerator Can Save for the Housewife

There's one big saving, with electric refrigeration, that would appeal to every housewife, and about which, quite likely, she doesn't think at all unless it is brought to her attention. And that is food economy. The Col-dak Company of Springfield, Mass., in an instructive booklet called "No More Ice," brings out this point of the saving of food in the following paragraphs:

"Meat, butter, milk and eggs, the most perishable of all foods, are as palatable a week after they have been stored in an electric refrigerator as on the day when they were bought. The housewife can buy fruit and vegetables by the crate, with the economy that accompanies buying in quantity. Apart from its cleanliness, an electric refrigerator, used as a miniature cold-storage plant, will quickly pay for itself by enabling the housewife to buy to the utmost advantage when the market is in her favor.

"In an electric refrigerator, fruits,

*Show Window, Counter,
Mail Advertising and
Specialty Aids
Which Manufacturers Offer to
Help You Get More Trade*

vegetables and meats may dry out in time, but they will not rot or decay. Meat in an ordinary icebox readily darkens. In an electric refrigerator, it preserves its natural fresh color for days.

"Sherberts, jellies and salads can be chilled to a degree unattainable in the ordinary icebox. Ice-cream can be kept for hours without melting."

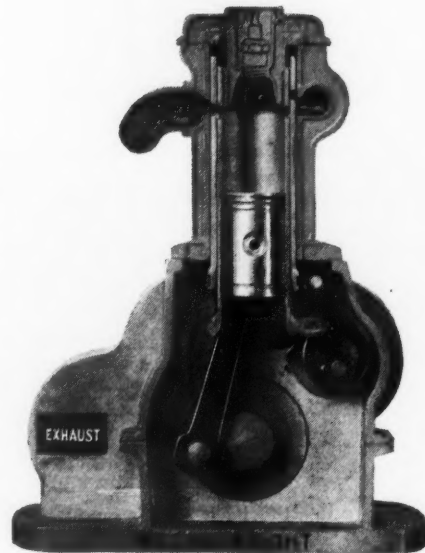
"Buy an Automatic and Bank the Difference"

Henry Ford has been using an effective slogan to push the sales of his automobiles. Contrasting the flivver's selling price with that of other cars, his advice is

"Buy a Ford and Spend the Difference"

Paraphrasing this famous line, and adding a philosophy of thrift in its own version in place of the "spending" advice of the Detroit automobile man, the Automatic Elec-

A Farm Electric Plant That You Can Carry in Your Pocket



This clever model of the "Willys-Knight" engine is only 3½-in. wide and 4½-in. high. Nevertheless, a knob on the back, when turned, causes the sleeves and pistons to operate exactly as they do in the real engine. As a selling tool, it is now being supplied to farm electric distributors, dealers and salesmen by the Electric Auto-Lite Company, Toledo, O. It may easily be carried around in the pocket. With it, explanation of the piston and sleeve action is not necessary—the working model can be operated before the prospect's eyes.

tric Washer Company, Newton, Iowa, has evolved the slogan

"Buy an Automatic and Bank the Difference"

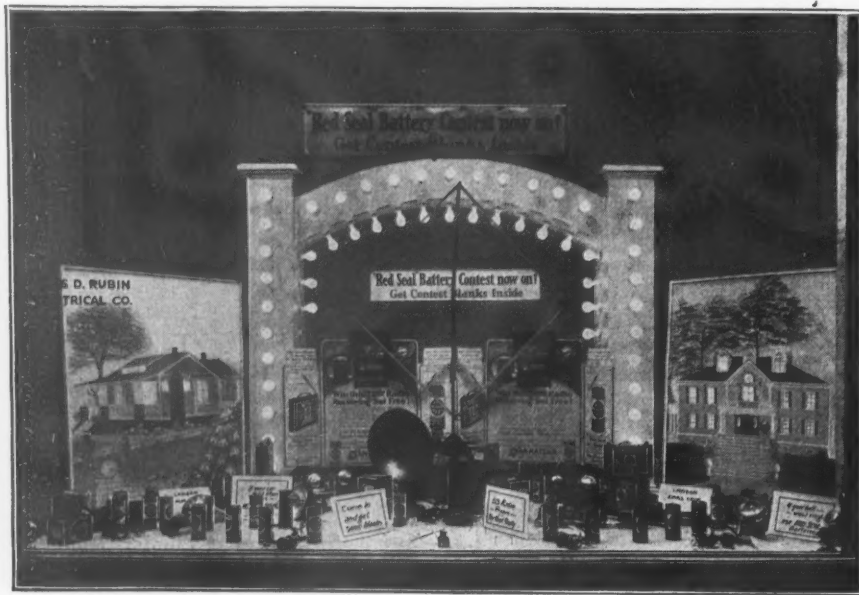
Placards have been prepared for window and store use, carrying this message.

"Smilin' Through" a One-Hour Washday

A sense of orderliness, unhurry and labor pleasantly accomplished, is the feeling the harassed housewife would gain, upon a perusal of the little booklet, "Smiling Thru," issued by the Gillespie-Eden Corporation, Paterson, N. J. "Smiling Thru the Wash" is the explanation of the title, and a series of six photographs depicts the progress of the Monday morning wash from 8 o'clock to 9 o'clock, when the wash is finished.

The Dalton Lighting Fixture Company, 141 Pearl Street, Boston, Mass., announces a new and complete catalog on its lighting fixtures and lamps.

Radio Window Winner in Window-Display Contest



Batteries and their application to radio was the timely subject which won first prize for the window display of the Louis D. Rubin Electrical Company, Charleston, S. C., in the recent "Red Seal" battery contest staged by the Manhattan Electrical Supply Company of New York City. A striking lamp

display made an effective background for the radio outfit which was the center of the display. This window display contest was held in conjunction with a contest for the public, called the "Finish the Sentence Contest," conducted by the Manhattan Company to stimulate interest in its batteries.

Here's a Ready-Made House Organ for the Electrical Store

The electrical retailer has two purposes to consider, in making his advertising plans—first, to win more trade from old customers; second, to bring new trade to his store.

In winning the maximum trade from old patrons, he has competition to face from rival stores, even from those that he considers non-competitive. For example, the electrical heater must compete with the tea set, when the purchaser's income is limited;—the fur coat with the washing machine;—a radio outfit with a phonograph.

For keeping in touch with old customers and making them want new conveniences, blotter advertising is exceptionally effective. These blotters can be enclosed with monthly statements, and thus make even the sending out of bills a business-building asset.

You Can Have This Blotter House Organ with Your Own Imprint

And any electrical dealer can obtain these blotters all ready and printed, in the form of the little monthly house organ blotter entitled "Current News." This is really a little monthly publication which any retailer can issue—a magazine printed upon a blotter. It carries a monthly calendar, to insure its being kept at least thirty days.

In addition, it suggests the purchase of an electric iron or a refrigerator; shows the need of better lighting to make the kitchen easier

CURRENT NEWS

Issued Monthly by
HUNTER & MORRIS, Inc.
12 EAST SEWARD STREET PHONE IVY 100
Vol. I. DES MOINES, IOWA No. 1

March - 1923

SUN	MON	TUE	WED	THU	FRI	SAT
	4	5	6	7	8	9
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

THE first consideration of any electrical job is the reliability of the contractor—one that will not jeopardize the safety of your property by shoddy work—one who will install all the necessary outlets in home or store. The "jitney" contractor is high at any price.

We have on display a new electric grill which sells for \$6.50. It is a complete table stove that fries, boils and toasts. Let us demonstrate the Allinur Grill—the cheapest and one of the very best—made of cold rolled steel finished in nickel. Two durable frying pans and approved heater cord.

The New Marion—"The iron that fits the hand"—is easier to operate and the handle stays cool.

Frigidaire, the electric refrigerator, gives clean, sanitary, ice, without the troublesome ice-man, and ice cream without the wearisome freezing.

— in the house that needs light, and lots of it.
Wanda of 150 watts will

A ready-made house organ, printed on the back of a blotter, which you can send to your customers.

to work in; and invites the reader to visit the store's radio department. In short, the blotter literally carries the store to the customer when the customer does not come to the store.

The blotters are prepared by the Standard Paper Manufacturing Company of Richmond, Va., as a suggested way for electrical retailers to advertise. Any dealer who wishes to issue "Current News" each month, with his own imprint, can apply to the Richmond company.

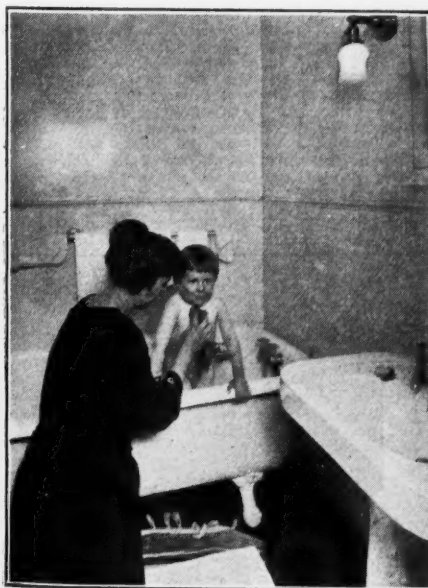
The Ivanhoe-Regent Works of the General Electric Company, Cleveland, in a new broadside on the "Ivanhoe-Ivadine" glassware, which it is sending to lighting dealers, points out the importance of good dining room lighting in the modern home. Half the wired dining rooms in every community need better lighting, it says.

"See What Your Neighbor Says About His Farm Electric Equipment!"

To encourage dealers in farm electric plants to collect letters from satisfied users, the Western Electric Company has itself made reproductions of some testimonial letters, placed them in looseleaf binders, and offered them to dealers for their own use. The binder is aptly entitled "Proof," and is of a size easily carried around in the dealer's pocket.

The real value of the binder, however, will be realized only by the dealer who fills it himself with testimonial letters from farmers in his territory, and with photographs of the installations. Users' letters are business-bringers. Just as people prefer to go to a play they have heard about, or to a doctor whom their friends have recommended, they prefer to buy equipment which their neighbors have tried and found satisfactory.

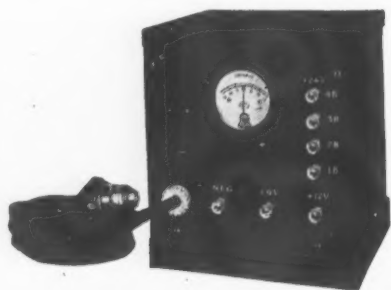
The value of these "users' books" as business builders cannot be overestimated, thinks the Western Electric Company, and it hopes that its own binder and album will encourage dealers to start theirs.



This is the type of picture—real, farm-home pictures, showing the benefits of electricity

—in the new Western Electric "users' book." Similar books, filled with testimonial letters

and photographs from farmers, should prove the farm electrical dealer's best salesman.



Battery Charger

Electrical Merchandising, April, 1923

"Handy Charger" is the name of a new battery-charging outfit manufactured by the Interstate Electric Company of St. Louis, Mo. The device will charge both the "A" 6-volt radio battery and the "B" radio storage battery and will handle from one to four "B" batteries at a time. The "Handy Charger" is operated by simply connecting it to the ordinary light socket by means of a plug and cord attached to the charger and attached to the battery by means of two flexible leads provided with strong battery clips.

The device is of the self-polarizing type and requires no watching while in use, for it is claimed it will charge in the right direction regardless of how connected. It is provided with convenient terminals for different size batteries and an ammeter tells the rate at which the battery is being charged, from which the time to fully recuperate any battery can be determined.

Variable Condenser

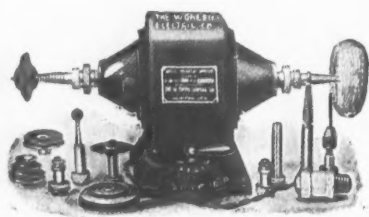
Electrical Merchandising, April, 1923

The variable condenser offered by the "American Bell" Radio Corporation, 316 Seventy-fifth Street, Brooklyn, N. Y., has a transparent, dustproof casing covering the plates and bearings. Hard-rolled aluminum is used in the plates, and so insulated as to prevent the loss of weak currents. The bearings are of steel, firmly and accurately imbedded in the insulation. The condenser is made in 43-plate and 23-plate type, and can be mounted on either panel or desk sets.

Polishing, Buffing and Grinding Motor

Electrical Merchandising, April, 1923

Cleaning and polishing the family silverware is one of the chores that the average housewife performs grudgingly because of the time and energy it takes to keep the silver looking bright and shiny. But with one of these polishing and buffing machines manufactured by the W. Green Electric Company of 81 Nassau Street, New York City, the time and energy devoted to this task can be reduced to a minimum. The machine is easy to operate for it is necessary simply to attach it to an electric light socket or convenience outlet. By attaching the adjustable and interlocking bayonet chucks with which it is fitted, the machine can be converted (if desired) into an entire workshop and will perform the duties of grinding and drilling in father's workshop as well as polishing and buffing in mother's workshop—the home.



New Merchandise to Sell

(Continued from third page preceding)

Electric Drink Mixer

Electrical Merchandising, April, 1923

Although the advent of prohibition might be supposed to have put a damper on all forms of drink-mixers, there is continued development in this type of electric devices, for here is an electric drink-mixer, manufactured by the Hamilton-Beach Manufacturing Company, of Racine, Wis., that advertises its object at the same time that it performs the mixing operation. The machine is equipped with a light which is flashed on the instant the mixer starts and remains lighted as long as it is in operation. One motion of the hand, in removing the drink, automatically stops the motor and turns off the light.



Electric Drill

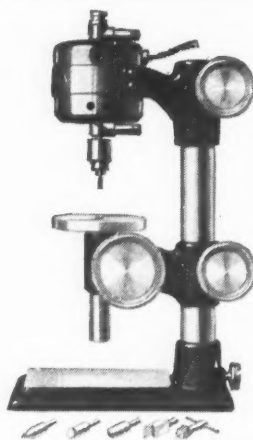
Electrical Merchandising, April, 1923

The accompanying illustration shows a new precision bench drill, an addition to the "Dumore" line of electrical tools and appliances manufactured by the Wisconsin Electric Company of Racine, Wis.

The drill has a "Dumore" universal motor, a No. 9 Jacobs chuck with a $\frac{1}{2}$ -in. capacity, and a foot-controlled rheostat which makes possible six different speeds.

The work-table, which is $3\frac{1}{2}$ in. in diameter, is operated by a rack and pinion feed which is governed by the operator's hand. The center of the table is bored and reamed to fit the shanks of drilling fixtures, consisting of a cone center, cup center, radius center and V block, which are part of the regular equipment of the drill.

Mounted on a 5 in. by 8 in. gray iron base finished in black enamel, the drill measures 16-in. over all.



Washing Machine Using Vacuum Principle

Electrical Merchandising, April, 1923

The tank of the "Geneva" duplex washer has two compartments, with an opening at the bottom to allow passage of the water from one compartment to the other. The plungers (10 in. in diameter) are of cast aluminum, and in their operation alternate, the one going down forcing the water through the clothes while the other is coming up drawing the water through the clothes of the opposite compartment. This action keeps the water in a constant agitation and does not bunch or pack the clothes. All machinery is enclosed in panel. Approximately eight sheets can be washed at a time.

Animated Window Display Device

Electrical Merchandising, April, 1923

"Make the passers-buy" is the message of the "Sellsem" animated window device made by the Animated Advertising Service, with offices at 130 West Forty-Second Street, New York City. The device occupies a space of only 15 by 18 in., and can readily be moved from place to place because it weighs but twenty pounds. The cost of operating is very low since the device consumes about ten cents worth of electricity for all the business day and night. An ordinary electric socket supplies both the lighting and the power. Any number of colors can be used in the subjects shown by the "Sellsem." Any article can be shown in its natural colors and any or all parts of the picture can be animated. New sales messages can be shown every month by changing of slides only.

Radio "B" Battery

Electrical Merchandising, April, 1923

As the battery is the "heart" of the radio set naturally deep interest is centered in every new type or make that appears on the market. The "Delfelco" radio "B" battery is manufactured by the Delfelco Battery Corporation of Pawtucket, R. I.

The type of battery here pictured, No. 1502, contains fifteen medium-sized cells, properly insulated and enclosed in a water-proof cardboard box. It is provided with taps, giving a range of voltages from $16\frac{1}{2}$ to $22\frac{1}{2}$ volts in $1\frac{1}{2}$ -volt steps.



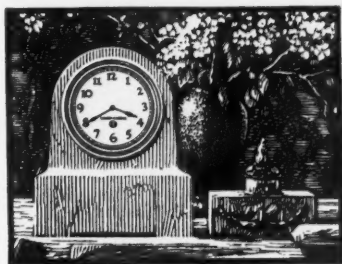
What's new on the market? These pages will tell you. ➡

Electric Clock

Electrical Merchandising, April, 1923

"Don't forget to wind the clock" is seldom heard now-a-days since the advent of time by electricity. One of the newest of the electric time-keepers has recently been brought out by the Keith-Landis Corporation of 337 West Madison Street, Chicago. It is five and a half inches high and has a carefully-made jeweled watch movement, driven by an electric mechanism which delivers a smooth, even flow of power. The entire mechanism of the clock is enclosed in a tube mounted inside the case and readily detachable from it. This is an important point in the matter of easy and adequate servicing of the clock after it is sold, for in the event of any irregularity in the mechanism of the clock, the tube can simply be removed and a new one inserted while the original "works" are being adjusted.

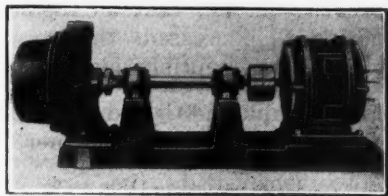
The Keith-Landis clock can be had in any of the following finishes: Verde antique, blue gold iridescent, mahogany, ebony, ivory or crackled black, also solid bronze in several finishes, with special model for motor cars.



Motor Driven Pump

Electrical Merchandising, April, 1923

"Self-priming" and "anti-clog" are the terms used by the manufacturer in describing the "Fulflo" ball-bearing, motor driven pump. It has a seventy-five gallon capacity and will meet a demand for a unit system to pump liquids, coolant compounds, oils, brines, enamel, etc., whether a few drops are needed or a copious flow of gallons. It will deliver from one drop to sixty gallons per minute. The Fulflo Specialties Company, Blanchester, Ohio, is the manufacturer of this pump.



Single Stroke A. C. and D. C. Bells

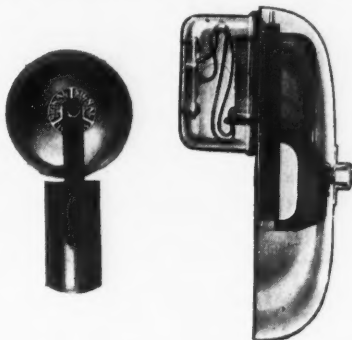
Electrical Merchandising, April, 1923

"Reliability, freedom from maintenance expense and unusual tone qualities, particularly recommend these bells for use on fire alarm, code calling and time-signal systems," says the manufacturer, The Signal Engineering and Manufacturing Company, 533 Canal Street, New York City, in describing its new line of bells recently put on the market.

The bells have no springs, levers or contacts to give trouble. The only moving part is a sturdy, rust-proof plunger which is drawn up sharply when the current is turned on. The four-inch bells can be furnished with padded plungers and musical resonators to soften the sound. The outlet boxes have half-inch knockouts all around and are interchangeable, being the same for all sizes of bells.

They are finished in black enamel or

fire red, as specified, in sizes from four to twelve inches, and are supplied for all standard a. c. and d. c. voltages.

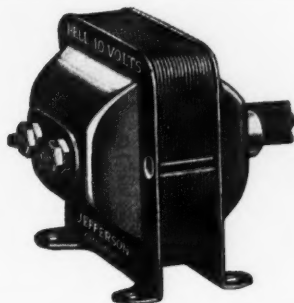


Urn Heating Element

Electrical Merchandising, April, 1923

A new line of electric urn heaters, consisting of standard "Chromalox" disk units, the resistor of which is imbedded in a cast iron retainer, has been developed by the Edwin L. Wiegand Company, 422 First Avenue, Pittsburgh, Pa.

The cup and base are of cast iron. All terminals are well insulated and completely covered to prevent trouble from grounds or short circuits. A three-heat switch is fastened on the side of each unit, and the unit is made in two sizes ranging in wattages from 660 to 2,000.



Mounted Condenser

Electrical Merchandising, April, 1923

Mounted in genuine hard rubber, the new condenser made by the Eastern Precision Electrical Instrument Company of Rockville Centre, N. Y., has nickel-plated posts and hard rubber composition knobs. A ground surface tablet is mounted upon the top so that a pencil mark can be drawn from end to end, the degree of resistance being varied by increasing or diminishing the width of pencil mark until the correct value is obtained. They are made in several capacities and for various purposes.

Bell-Ringing Transformer

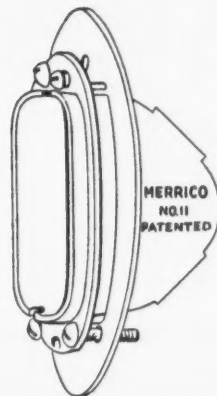
Electrical Merchandising, April, 1923

"No. 77" is the latest addition to the line of bell-ringing transformers manufactured by the Jefferson Electric Manufacturing Company of 426-430 South Green Street, Chicago. This transformer weighs only one pound, its size is 2 1/4 in. by 2 1/4 in. by 2 1/4 in., and it develops 10 volts at 25 watts. The transformer is designed primarily for residence or small apartment use, in operating doorbells and buzzers, annunciators and door-openers.

"Collar-Clamp" Outlet Box

Electrical Merchandising, April, 1923

It is easy to support an outlet box that is placed while the building is under construction, as electrical men know, but it is quite another thing to install an outlet in any location desired in an already-finished building. To take care of just this situation, however, a new collar-clamp outlet box—the "Merrico"—has been brought out by the Merrill Company of Ipswich, Mass. This outlet box is designed to provide a type of support which can be used at any spot on any wall or ceiling (whether wooden lath and plaster, expanded metal and plaster or plaster board construction), and which will provide a protected opening for convenient fishing in all directions. The accompanying illustration shows one type of "Merrico" box, No. 11, electro-galvanized, with two 1/2-in. knockouts. Any Elexit receptacle for plug-in wall brackets can be installed flush in this box.



Portable Lamp

Electrical Merchandising, April, 1923

For all-around practical lamp purposes, the "Practi-Lite," manufactured by the Waterbury Metal Wares Company of Waterbury, Conn., will fill many needs. It is, as its name implies, a most practical lamp, being desk lamp, wall lamp, bed lamp and table lamp all in one.

Made of brass, the "Practi-Lite" stands 16-in. high over all, has 7 1/2-in. reflector and 5 1/2-in. base, heavily weighted. It has adjustable ball joint and reflector, the latter attached to an adjustable holder and does not rest on the electric bulb. Inside, the reflector is finished in a dull white enamel, reflecting the light without glare.

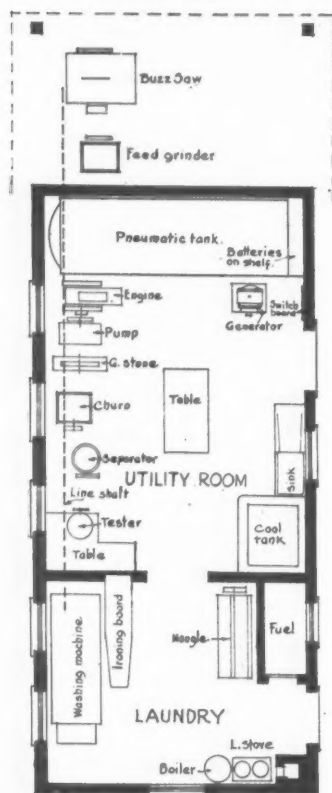
The specially designed separable connector in base makes it unnecessary to re-wire the lamp if a longer or different color cord is required and when the lamp is not in use the cord need not be left attached to it.

Attachments in base provide means for hanging the lamp on the bed, chair or side wall. It comes wired complete with pull chain socket, separable attachment plug and 6 ft. of silk covered cord.



Continued on third and fourth pages following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.

Government Plan Shows Farmer Economical Arrangement of His Electrical Equipment



One of the functions of the office of public roads and rural engineering of the Department of Agriculture in Washington is the supplying of model plans for farmhouses. A number of these plans—for example, the one illustrated—feature the most economical arrangement of power-driven labor-saving devices. In the hands of the farm electric salesman, they form a strong argument for farm electric equipment, and may be obtained on application to the office in Washington.

A Handbook the Lighting Salesman Can Carry in His Pocket

A new handbook on "Beverly Lights" issued by the Beverly Lights Corporation, Providence, R. I., serves two purposes. It is a catalog for easy reference when ordering. But its more important function is to serve the salesman on the floor at the time he is showing the fixtures to a customer.

In it the salesman will find complete information concerning the history and design, detail of finish and technic, terms and conditions, for each fixture.

The handbook is in looseleaf form. From time to time, new sheets will be sent containing the latest announcements. The booklet is intended to be carried in the salesman's

pocket for quick use in answering customers' questions. The illustrations are merely sketches, not intended to sell fixtures, but rather to guide one in recognizing a particular piece.

Lecturing the Ladies on Good Lighting in the Home

A series of free public lectures on proper methods of lighting the home was held recently in New York City, under the auspices of the Illuminating Engineering Society, in the auditorium of the Consolidated Gas Company building, Irving Place. A lecture was given every afternoon at three o'clock, and one evening talk on Wednesday. A portable demonstration outfit with revolving walls, so that different types of lighting for dining room, kitchen, living room and bedroom could be easily shown, was supplied by the Edison Lamp Works.

Considering how difficult it is to induce New York's apartment-house dwellers to hear anything related to so foreign a topic as a real home, the attendance at the lectures was extremely good. The demonstrating outfit is now being used in other towns in the eastern territory.

A Battery Charging Instruction Book

The Automatic Electrical Devices Company, 120 West Third Street, Cincinnati, Ohio, manufacturer of the "Homcharger," has issued a revised instruction book, which will prove valuable to any radio fan. Besides containing the simple directions for operating the Homcharger, the booklet includes a chapter devoted entirely to storage-battery maintenance. There is also a complete list of all the radio broadcasting stations in the United States, Canada and Cuba.

The Laundryette Manufacturing Company, 1190 One Hundred and Fifty-second Street, Cleveland, makes an effective appeal to women in the new folder which it is distributing, called "It Will Save Your Hands, Too!" Red hand are the bane of most women who wash by hand, and the folder shows how, with this washing machine, the entire washing may be done without once putting the hands in water.

How to Use a Phonograph to Demonstrate the Value of Good Light

The Engineering Department of the National Lamp Works, Cleveland, has perfected a device for showing customers how more light reacts upon human eyes. This "Light saves Time" cylinder can be operated on any phonograph. It is very simple, but it demonstrates forcibly two important facts; first, that as the level of illumination is increased, one's ability to perceive detail is improved; second, that as the illumination is increased, the speed of vision is perceptibly increased.

Phonograph and Cylinder Should Be Placed in a Dark Corner

To demonstrate the first point, perception of detail, the cylinder should be placed in a relatively dark corner of a room. Under these conditions the observer picks out the smallest line of type he can read. Then the light from a 100-watt lamp or larger is directed upon the cylinder, and the observer finds that he is able to read much smaller type than under the low level of illumination. The cylinder should be placed upon the phonograph turntable and the latter set in motion.

A paper cylinder to fit any phonograph, will be supplied at 75 cents postpaid; phonographs satisfactory for use with this demonstration are also available at a cost as low as \$2, plus postage.



To demonstrate the effect of variation of illumination upon the speed of vision, the cylinder should be placed upon a phonograph turntable and the latter set in motion. When the illumination is changed abruptly from a low level to a high level, the cylinder seems to slow down, and vice versa.

A paper cylinder to fit any phonograph will be supplied at 75 cents postpaid. Phonographs satisfactory for use with this demonstration are also available at a cost as low as \$2, plus postage.



Gossip of the Trade



Governor of Oklahoma Is Former Electrical Man

Governor J. C. ("Jack") Walton, the new chief executive of the State of Oklahoma, is a former electrical contractor and electrical salesman. For many years he was a member of the sales organization of the B-R Electric Company of Kansas City, entering that company's employ in 1906.

He came from Siloam Springs, Arkansas, where he had had some previous experience as an electrical contractor. After several months in the headquarters house of the B-R. company, he was sent to Oklahoma as a traveling salesman, and remained in that territory with headquarters at Oklahoma City, for a period of eight years. He then came back to the Kansas City office as head of the apparatus department and special representative, occupying this position for one year. In 1915 he left Kansas City to open an engineering office in Oklahoma City. About a year later he was induced to run for Commissioner of Public Works for Oklahoma City and was elected. At the next election he was a candidate for and was elected Mayor, serving two terms. Mr. Walton took office as governor in November, 1922.

"When Mr. Walton entered our employ he was without sales experience," comments Frank M. Bernardin, president of the B-R Electric Company, "and I was really reluctant to send him on the road as salesman. However, by applying himself diligently he developed into a most successful salesman."

The Bussman Manufacturing Company of St. Louis, has opened an office in the Philadelphia Bourse, Philadelphia, with A. E. Arthurs, district manager, in charge. Mr. Arthurs has been with the Bussman Company for a number of years, the greater part of the time as district manager of the Pittsburgh territory. R. C. McDaniels succeeds him in the Pittsburgh office of the Bussman company.

Cama, Norton & Company of Elphinstone Circle, Bombay, India, importers of electrical machinery, plants, devices and appliances, have written to *Electrical Merchandising* cordially inviting correspondence and literature from manufacturers and exporters of electrical equipment of all kinds.

Merritt L. Tice, district sales representative of the Benjamin Electric Manufacturing Company, with headquarters at Baltimore, has taken on added territory in North and South Carolina, Georgia, Florida and parts of Tennessee and Alabama.

*Glimpses of
Electrical Men at Work,
at Play, and in Convention—
as Caught by
Lens and Pencil*

Calendar of Coming Conventions

ELECTRICAL SUPPLY JOBBERS' ASSOCIATION, SPRING CONVENTION, *The Homestead, Hot Springs, Va., week of May 21.*

WESTINGHOUSE AGENT-JOBBER'S ASSOCIATION, *The Homestead, Hot Springs, Va., week of May 28.*

NATIONAL ELECTRIC LIGHT ASSOCIATION, ANNUAL CONVENTION, *Hotel Commodore, New York City, June 4 to 8.*

ELECTRIC POWER CLUB, *The Homestead, Hot Springs, Va., June 11 to 14.*

NATIONAL COUNCIL LIGHTING FIXTURE MANUFACTURERS, MID-YEAR MEETING, *The Homestead, Hot Springs, Va., June 26-29.*

ASSOCIATION OF ELECTRAGISTS INTERNATIONAL, ANNUAL CONVENTION, *Hotel Washington, Washington, D. C., week of October 8.*

Mark E. Smith, formerly sales manager for the Decora Manufacturing Company of Richmond, Cal., is now connected with the Remler Radio Manufacturing Company of San Francisco, Cal.



This is Jack Walton, former electrical contractor and electrical salesman, who is now Governor of Oklahoma. Governor Walton's legislature not long ago had nearly passed an anti-cigarette law, when the Governor sent word that if they wanted him to sign it they would have to include cigars, chewing tobacco and chewing gum. If they did that, said the Governor, he would sign it and then move out of the state!

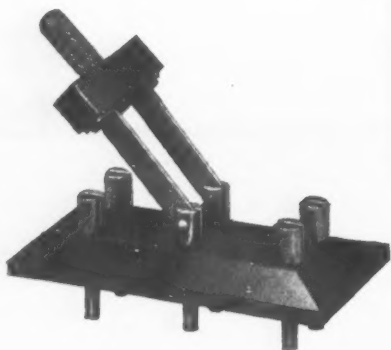
The Radio Corporation of America, 233 Broadway, New York City, announces several changes in its sales department organization. H. T. Melhuish, former acting district manager at Chicago, has been appointed assistant sales manager, with headquarters at New York. J. M. Sawyer, former acting district manager of the San Francisco sales office, has been made district sales manager at Chicago. Quinton Adams, of the New York sales office, now has charge of sales operations in the territory served by the New York office. L. Malarin, marine superintendent of the San Francisco office, has been transferred to the sales department, as district sales manager at San Francisco.

Joseph Stansbury Jones, has been elected vice-president of Chas. Cory & Son, Inc., 183 Varick Street, New York City, to succeed Franklin W. Wood. Mr. Jones, who is a Columbia University man, has had thorough training in naval, electrical and mechanical engineering and in naval architecture, including experience as electrical superintendent in charge of fitting out of transports and conversion of ex-German ships to transport service. In 1919 Mr. Jones became associated with Chas. Cory & Son, as engineer and assistant to the vice-president, assuming, in 1921, the duties of general commercial manager and assistant to the president. He has patented several important developments, including a system of watertight lighting fixtures. Mr. Jones is the author of several technical and scientific treatises for the Navy department.

The Interstate Electric Company of St. Louis, Mo., has recently been organized to manufacture, buy and sell electrical rectifiers and other machines and devices operated by electricity and to deal in all materials incidental to these devices. The incorporators are H. A. Dodson, H. J. C. Grindell and Charles Jehle, Jr.

The Electrical Contractors & Dealers Association of Montreal has elected for its 1923 officers N. Simoneau, honorary president, L. A. Mace, president and R. Muir, treasurer.

The Welch Hardware & Supply Company is the name of a new company recently formed at Welch, W. Va., by E. H. Thornburg of Foster & Thornburg, a wholesale hardware company of Huntington, W. Va., and Clarence England of Logan, W. Va., who have purchased the controlling interest in the firm of McNary & Johnson, electrical, plumbing and furniture dealers of Welch, W. Va. Paul Jones and J. Frank Robinson, formerly connected with the McNary & Johnson Company, will retain their stock in the company recently formed.



New Merchandise to Sell

(Continued from third page preceding.)

Double-Pole Two-Throw Switch

Electrical Merchandising, April, 1923

The Globe Phone Manufacturing Company, Reading, Pa., has designed a new two-way two-pole knife switch which is well-made and should meet the requirements of the radio enthusiast who wants something neat, strong, and sure in action.

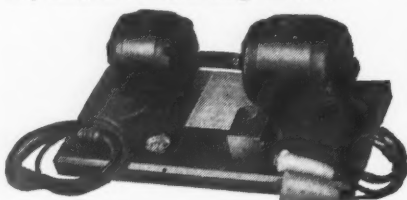
Battery Charging Outfit

Electrical Merchandising, April, 1923

With the wide-spread use of storage batteries for radio sets, automobile starting and lighting, and for various other purposes, the matter of adequate charging of such batteries is an important item.

The motor-generator charging outfit made by the Ohio Electric & Contoller Company of 5932 Maurice Avenue, Cleveland, Ohio, is equipped with a ball-bearing low-voltage "Ohio" generator and motor which are connected by a flexible coupling. There is an ammeter and rheostat to regulate the charging

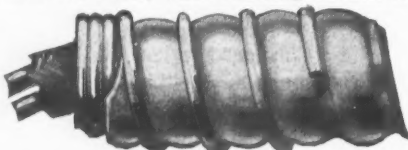
rate. The motor has a 10-ft. cord with attachment plug and the generator has 6-ft. leads with convenient spring terminal clips. The set can be operated on any standard alternating current.



Terminal Bushing

Electrical Merchandising, April, 1923

Since it is necessary for all flexible armored cable, when entering unbushed



outlet or junction boxes, to be equipped with an approved terminal fitting, the wireman in particular, and the homeowner who is seeking ideal electrical installation, will be interested in the new "T & B" spring cable bushing manufactured by the Thomas & Betts Company, 63 Vesey Street, New York City. The new bushing, No. 1267, as here illustrated, is an improvement over the old type of fitted bushing in that its spring terminal is adaptable for various sizes of conduit and will fit both No. 14 and No. 12 two- and three-wire armored conductors.

Super-Range Radio Receiving Sets

Electrical Merchandising, April, 1923

Radio enthusiasts who have outgrown the elementary radio outfit will be interested in the "Amrad" radio frequency receivers and parts manufactured by

the American Radio and Research Corporation, Medford Hillside, Mass.

Two distinct types of these super-range sets are offered: one type, No. 3500, for city and suburban use, and the other, No. 3380, for use in rural districts and for listeners who wish to receive telegraph code broadcasts transmitted on the longer wave lengths.

Electric Pump Jack

Electrical Merchandising, April, 1923

The farmer who for reasons financial and otherwise does not wish to install an elaborate water system, will be interested in an electric pump jack manufactured by the Cullman Wheel Company, Chicago, which will convert the ordinary farm pump into an electric pump.

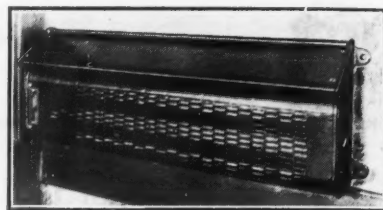
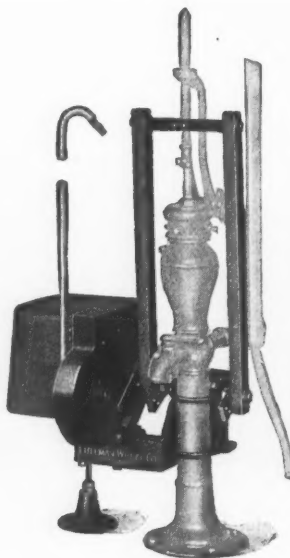
This pump jack has a standard Westinghouse motor, nickel steel pinions, hardened steel sprockets running in oil, chain drive, bronze bearings and a patent load equalizer of new design which automatically speeds up the return stroke, thus squelzing the load on the motor.

A push button switch starts and stops the pump.

Crystal Detector

Electrical Merchandising, April, 1923

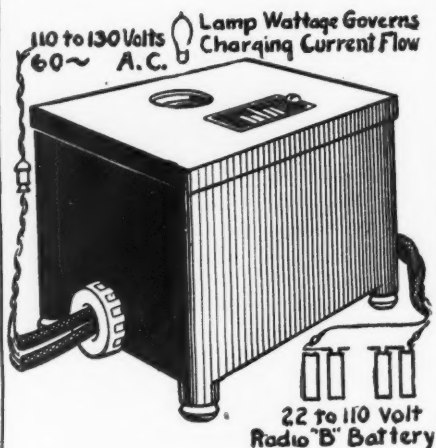
Adjustment of the new multi-point crystal detector made by the Eastern Precision Electrical Instrument Company, Rockville Centre, N. Y., is obtained by rotating the cylinder with an occasional light tap with a pencil. These instruments are made in two styles—one with variable setting and the other with fixed permanent setting.



Ticket Booth Heater

Electrical Merchandising, April, 1923

Now the young lady who views the "movie" fans from her isolated little cage outside our favorite theatre, can sit with comfort in even the most severe weather, for a new type of heater, designed for special use in ticket booths, has been brought out by the Westinghouse Electric & Manufacturing Company of East Pittsburgh, Pa. The heater, known as Type "MF," is twenty inches in length, is easy to install and takes up very little space for it can be attached to the side wall of the booth with screws. The resistance units are mounted inside and the heater is of all-steel fireproof construction, making it safe and reliable. It will serve also as a foot rest for the person occupying the booth and any possible danger of damage to footwear is eliminated because the footrest on the heater is sufficiently removed from the cover protecting the resistance units by an air space. A three-heat snap switch permits the right amount of heat to be turned on. The heaters are made with black japan finish and are supplied for 110 and 220 volt circuits.



"B" Battery Charger

Electrical Merchandising, April, 1923

Charging "B" storage batteries of 22 to 100 volts from alternating current can be easily and simply accomplished with the type "TB" mechanical rectifier recently added to the line of "F-F" Battery Boosters, made and marketed by the France Manufacturing Company of Cleveland, Ohio.

With this charger, any number of cells equivalent to 22 to 100 volts can be charged in series. The current rate is regulated by an ordinary tungsten lamp screwed into the socket shown on the rectifier. Usually a 60-watt lamp meets the requirement.

The "B" storage battery is charged by first disconnecting it from the receiving set. Clips supplied on the ends of the battery cords coming from the rectifier are snapped on the battery terminals—positive to positive and negative to negative. The extension cord is then plugged into any convenient alternating-current lamp socket.

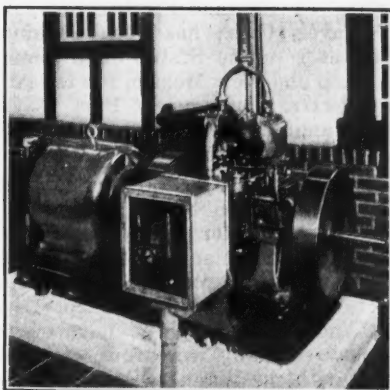
The size of this "F-F" charging outfit is 5 in. by 5 in. by 3 in., and the shipping weight is 4 lb.

What's new on the market? These pages will tell you.

Floor-Grinding and Polishing Machines

Electrical Merchandising, April, 1923

These floor-grinding and polishing machines are designed for the surfacing of wood, marble, mosaic, terrazzo and granolithic floors. They are manufactured by the Campbell Machinery Company, Wollaston, Mass. This device will sandpaper, wax, oil or scrub floors of the kind mentioned. The weight of the machine does not come on the brush. Truck wheels steady and control it. It is equipped with a $\frac{1}{2}$ -hp. motor that can be safely operated from the ordinary 5-ampere meter. With the machine are supplied a brush and splash guard for scrubbing, a brush for waxing, a gallon can for oil or water and a pad for sanding.



Automatic Electric Lighting Plant

Electrical Merchandising, April, 1923

A lighting plant that will start and shut itself off automatically is the new electric lighting, pumping and power system manufactured by R. A. Lister & Company, Inc., with offices at 101 Park Avenue, New York City.

The plant is designed to give an automatic and continuous service without the necessity of having anyone go to the engine-room to stop or start the engine. It is especially suitable for country estates, hotel lighting and for small towns where a high-line service is not available. The system can also be used for an emergency plant on ships, to supply current for lights and wireless apparatus should the ship's main supply fail.



Bell-Ringing Transformer

Electrical Merchandising, April, 1923

Designed to fit in a standard box 9-in. long, $4\frac{1}{2}$ -in. wide and 3-in. deep, is a new bell-ringing transformer brought out by the Killark Electric Manufacturing Company, Easton and Warne Avenues, St. Louis, Mo.

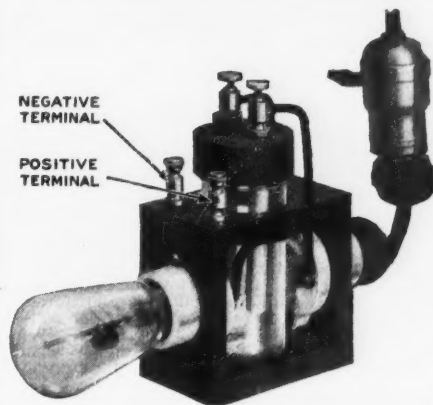
The transformer which is $3\frac{1}{4}$ -in. long, $2\frac{1}{2}$ -in. wide and 2-in. high, is to be used on 110-volt 60-cycle alternating current, and delivers 8 volts on the secondary.

Therapeutic Lamp

Electrical Merchandising, April, 1923

Another contribution of electricity to the medical line is the new scientifically designed therapeutic lamp, called the "Q-Ray," manufactured by S. Robert Schwartz & Brothers, of 546 Broadway, New York City. The most important improvement in this type of lamp is the shade, which has been so designed that it produces parallel rays and thus avoids danger of burning because of focusing of heat at one point. Parallel rays, it is said, permit prolonged application without discomfort. Other features of the lamp include a special 260-watt carbon stereopticon "Q-Ray" bulb, special angle socket and ten feet of new code parallel mercerized cord with two-piece plug. A special stand for the lamp,

manufactured by the same company, adds to the utility and convenience of the "Q-Ray."



Battery-Charger

Electrical Merchandising, April, 1923

Run-down storage batteries can be recharged at home with a new rectifier brought out by the Seneca Battery Corporation of 1525 Main Street, Buffalo, N. Y.

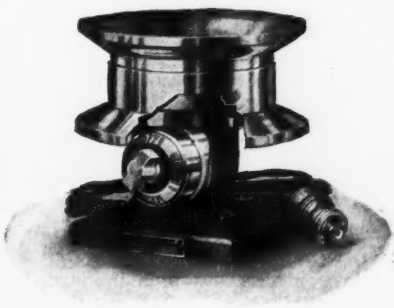
This charging-outfit is a convenient and small-sized device, weighing 18 pounds, consisting of a dry cell, a tray and two sockets, one socket to be connected to the lighting circuit and the other to be used for resistance in the form of a 25-watt lamp

Electric Wax Pot

Electrical Merchandising, April, 1923

The wax-pot, heated electrically, as a socket device, is a new line manufactured by the Acme Electric Heating Company, Inc., 1217 Washington Street, Boston, Mass. Being completely fitted with cord and plug, the device can be used anywhere melted wax is needed. No special wiring is necessary.

The company declares it has made the heating element durable by fusing the insulation and element together, thereby eliminating air gaps. Additional features are the variable heat switch, of a heavy substantial design, and a heavy slate base for the entire unit.



Clothes Washer with Agitator in Bottom of Tub

Electrical Merchandising, April, 1923

In the new "Maytag Gyrafoam" washer which the Maytag Company of Newton, Iowa, has brought out, the agitator has been placed on the bottom of the tub, instead of on the lid, where

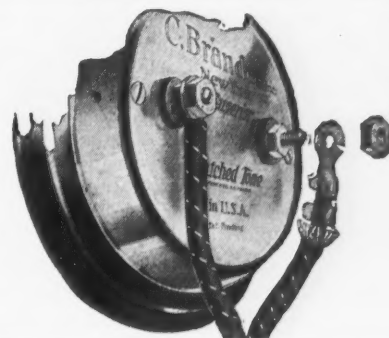
agitators have usually been placed. This produces a far more turbulent action of the water, according to the maker, and cleanses the clothes more rapidly.

A cast aluminum tub is another feature of the washer, and is said not to corrode, rust, warp, splinter or dent. In fact, the entire machine is made of metal, with the exception of the wringer rolls.

Cord Terminal

Electrical Merchandising, April, 1923

A new cord for radio headsets, brought out by C. Brandes, Inc., 237 Lafayette Street, New York City, is provided with a lock terminal that prevents the cord from twisting backward and forward under the lock nut. The same piece of metal that holds the tinsel braid and forms the contact for the lead wires goes around the binding post much the same as an ordinary lock washer and prevents the terminal from slipping out of the binding post while the headset is being adjusted to the head or while it is in use.



Continued on third page following, for your convenience in clipping and filing.
Each item will fit a 3 x 5 in. standard filing card.

It's a Municipal Plant and It Sells Appliances at Cost

The city of Jacksonville, Fla., has opened a store to sell appliances at cost to induce their use instead of gas ranges, etc., and has announced a reduction in the rate for energy with a graduated scale of from 7 cents per kw.-hour to two cents per kw.-hour. The first 35 kw.-hours cost seven cents per kw.-hr.; the next forty, five cents; and all over that, two cents.

Commissioner Owens states that a further reduction for the second group may be lowered as soon as the commission gets some figures on consumption and costs. The rate now is figured at 7 cents per kw.-hr. for the average "lighting" consumption, the cut to five cents following being intended to reduce the rate for cooking, etc., to a figure in competition with gas for the same service. The average householder uses 35 kw. per month, and the city's effort is now directed entirely to getting increased consumption for other purposes than the regular channels of domestic use.

C. L. Hight, who was for many years national sales representative for Henry D. Sears, distributor of Weber wiring devices, has become associated with the A. J. Bressan Company, 120 Liberty Street, New York City, manufacturers of conduit fittings. This company has also recently been appointed New York representative for the Adapti Company of Cleveland, manufacturers of boxes and fittings.

The Reeservice Shop is the name of the business formerly conducted as the Reeservice Music Shop of 108 Main Street, Cambridge City, Ind. "Owing to the increased volume of our electric and radio business," reads an announcement telling of the company's change in name, "we feel that our firm name, Reeservice Music Company, no longer adequately covers the merchandise and services of our store. Therefore we have adopted the name Reeservice Shop, a shorter name with a longer meaning."

The Southern New York Electrical Supply Corporation is the name of a new jobbing concern recently established by William H. Hecox, Edwin C. Wehle and Harry A. Yetter at 78 State Street, Binghamton, N. Y. The floor space occupied by the new organization will approximate 10,000 sq.ft. Mr. Wehle president of the new company, was formerly president of the Southern Tier Electrical Supply Company, and previous to that was associated with the Mohawk Electrical Supply Company of Syracuse and the Robertson-Cataract Company of Buffalo.

The Westinghouse Electric & Manufacturing Company's district offices at Baltimore, Md., and Huntington, W. Va., have seen recent changes in their managementships. C. V. Woodward has been appointed manager of the Baltimore office and F. C. Reed is now manager of the Huntington branch.

The New England Electric Company, of Denver, Colo., has been appointed distributor in the States of Wyoming, Colorado and New Mexico, for the Any-lite Electric Company, of Fort Wayne, Ind., manufacturers of electrical appliances and controllers.

The Schweitzer-Alexander Company has recently been organized by E. J. Schweitzer, Walter Alexander and A. Schweitzer to manufacture and sell electric lighting fixtures, with headquarters at 1233-1237 West Pico Street, Los Angeles. The three members of the new company were formerly associated with the Wagner-Woodruff Company of Los Angeles.



Earl Brown of the Brown Langley Company, electrical contractors of San Francisco and president of the California Electrical Contractor-Dealers Association in a masterful pose. He is showing what a jobber should look like in the character of Earl Halltosis, president of the Boobs Supply Company in the original play, "While There Is Credit There Is Hope," recently staged by the contractors for the entertainment of the San Francisco Electrical Development League.

C. R. Wood, for fourteen years branch manager of the Davenport, Iowa, office of the Westinghouse Lamp Company, has gone into the jobbing business in association with Edward Kunkel, president of the Tri-City Electric Supply Company, of which company Mr. Wood is now sales manager. Headquarters of the new company are located at 119-121 East Fourth Street, Davenport, Iowa.

Electrical Merchandise, Inc., is the name of an attractive electric shop recently opened at 225 Glen Ridge Avenue, Montclair, N. J., by J. E. Nestor. Mr. Nestor was formerly associated with the Westinghouse Company, in the sales department.

The Federal Radio & Electric Company of Paterson, N. J., has opened a new wholesale electrical business at 41 Park Avenue, that city.

The Niagara Falls Electric Supply Company has been organized by Aaron W. Paltrovitch at 215 Main Street, Niagara Falls, N. Y., to conduct an electrical supply business.

The Ernest W. Hunting Company of 451 Main Street, East Orange, N. J., is New Jersey State agent for the "Kelvinator" electric refrigerator and the "Gainaday" electric washing machine. The company, of which Ernest W. Hunting is proprietor, also carries a full line of electrical appliances and supplies.

The Northern Electric Construction & Fixture Company, of Cleveland, Ohio, has been incorporated with a capital stock of \$10,000 by R. L. Davis, P. S. Graham, G. Carter, G. A. Robinson and F. Sellberg. The company will do a general electric construction and contracting business.

The Edward P. Fogarty Electrical Company, of Cincinnati, Ohio, has been organized by Edward P. Fogarty, Elmer L. Conway, Walter D. Murphy, M. M. McClelland and J. J. Geis to do a general electrical business.

The Hurley Machine Company of Chicago announces the opening of an office in London to look after company affairs in Great Britain and in Europe generally. The office, which is located at Oxford Circus House, 245 Oxford Street, is in charge of M. A. Hussey.

C. B. Cooper, formerly vice-president and general manager of the Ship Owners' Radio Service Company of New York City, has recently formed the C. B. Cooper Company, with offices at 154 Nassau Street, New York City. The Cooper Company is acting as eastern representative of the Crossley Manufacturing Company and the Precision Equipment Company, manufacturers of radio apparatus.

The P. A. Grier Company of Cleveland, Ohio, in order to give over the entire space at its St. Clair Avenue plant to manufacturing purposes, has removed its executive, sales and general offices and service department from this factory to its plant at 540-560 East 105th Street, Cleveland.

The Cutler-Hammer Manufacturing Company of Milwaukee, Wis., manufacturer of electric controlling devices, announces the following changes in its personnel: J. C. Goodale has been appointed manager of the company's Detroit office; C. W. Greenman of the Detroit office has been transferred to the sales department of the Chicago office, in the wiring device department; and B. J. Larsen has been transferred from Chicago to the Detroit office to take up sales work in connection with C-H electric wiring devices, heating apparatus and moulded products.

Chas. Freshman Company, Inc., of New York City, manufacturers of radio appliances, Antenellas, Micons and variable resistance leaks, announces that because of the growth in its business, it has moved from 97 Beekman Street to larger quarters in a modern, up-to-date building at 106 Seventh Avenue, corner of Seventeenth Street. The company explains that production has been increased and that everything possible is being done to assure a maximum of service to its customers.



"Don't ever again believe a man who tells you that if you are not working, you become miserable," counsels J. M. Wakeman, retired general manager of the Society for Electrical Development and past-president of the New York Electrical League, who recently returned from a long vacation trip through England, where he enjoyed "some rattling good fox-hunting, a lot of motor-ing, and long tramps through the beautiful English countryside." The picture was taken in England last fall and shows Mr. Wakeman and his sister-in-law admiring the beauties of the English landscape.

Norman Strugnell, according to an announcement from the Pure Carbon Company of Wellsville, N. Y., manufacturers of carbon specialties and carbon brushes for motors and generators, has been appointed northern West Virginia representative for the company, with headquarters at Clarksburg, W. Va.

The Electrical Supply and Equipment Company of Albany, N. Y., is planning to move into a new four-story building at 278 Broadway, Albany. The building which is now nearly completed, will include offices and warehouses. It is expected that the company's working force will be increased by about sixty employees upon its establishment in the new location.

The Service Electric Company of Binghamton, N. Y., is now located in new quarters at 116 Washington Street, where a full line of electrical fixtures and novelties will be carried.

The Starlite Chandelier Company, manufacturer of lighting fixtures, has recently moved into its new factory at 54 Montgomery Street, Jersey City, N. J. The floor space in the new location almost doubles the space formerly occupied by the company.

The Electric Sales Company of 111 New Montgomery Street, San Francisco, Cal., has recently contracted to represent the Killark Electric Manufacturing Company of St. Louis, in the northern California territory. The Killark Company manufactures conduit fittings, bell-ringing transformers, enclosed fuses, soldering paste, etc.

The E. H. Freeman Electric Company of Trenton, N. J., manufacturer of porcelain and electrical specialties, announces the removal of its offices to 10 Prince Street, Trenton. "Work on our new factory," reads the announcement, "is being rushed, and will be ready for occupancy during the summer."

Clarence L. Law, for many years manager of the bureau of illuminating engineering of the New York Edison Company, has recently been appointed to the post of assistant to the general commercial manager, Arthur Williams. Mr. Law has been associated with the company since 1906, when he entered its service as special inspector. A year later he was made special agent and in January, 1910, he was made manager of the bureau of illuminating engineering. Notwithstanding the demands of his office, Mr. Law has found time for great activity in the affairs of the various organizations of the electrical industry. He is now serving as chairman of the metropolitan New York company section of the National Electric Light Association. He served two years as vice-president of the Illuminating Engineering Society, for five years was its general secretary and is now serving as one of its directors.

Henry H. Russell, for the past three years Southern district manager for the Edison Electrical Appliance Company, is now associated with Mitchell Vance, Inc., New York.

A. J. Chapman, formerly sales manager of the Gainaday Electric Company, Boston, has been appointed assistant sales manager of Beaudette & Graham, distributors of electrical household appliances in the same city.

Ralph B. Coleman, formerly in charge of the Chicago office of the Moloney Electric Company and also with the Electric Machinery Company, Minneapolis, for five years, has joined the forces of the Shakstad Electric Company, Sioux Falls, S. D.

Stanley Walton, for thirteen years a member of the commercial department of the Pacific Gas & Electric Company and until recently sales manager of the gas and electric departments, has resigned to become sales manager of the Bonestell Paper Company.

I. P. Frink, Inc., Tenth Avenue and Twenty-fourth Street, New York City, has, during the past year opened three new offices: one at 1415 Pine Street, St. Louis, Mo., another at 426 Jefferson County Bank Building, Birmingham, Ala., and a connection with the Robert Mitchell Co., Ltd., 64 Belair Avenue, Montreal. The latter will manufacture and sell Frink reflectors in Canada and all orders in Canada should be sent to them for execution. Since the first of January, 1923, another office has been opened at 310 Mutual Life Building, Buffalo, N. Y. The company's Cleveland representative is now located at 992 the Arcade, and the Cincinnati office at 601 Second National Bank Building, that city.

The F. W. Wakefield Brass Company, Vermilion, Ohio, announces the appointment of the Geo. A. Gray Company, San Francisco, and Los Angeles, as its Pacific Coast representative for "Red Spot" hangers and other lighting specialties. Factory stocks will be carried in the warehouse at 910 Howard Street, San Francisco, and 236 South San Pedro Street, Los Angeles.

Henry Logan, sales engineer for the Holophane Glass Company in Detroit, recently spoke from the Detroit News Radio Station WWJ, on the subject "The Romance of Illumination." Reports have been received that the talk was heard in New York City, Atlanta, Ga., and Milwaukee, Wis.

W. F. Taylor has recently established a manufacturers' agency for glassware, electric fixtures and fixture parts, at 1360 West Washington Street, Los Angeles, Cal. Among the lines Mr. Taylor represents on the Pacific Coast are Gill Brothers, glassware, Berman & Robinson, imported glassware and the Apex Chandelier Company, fixtures and fixture parts.

The Bat-Electric Service Company is the name of a new partnership recently formed by E. L. Sweeney and W. W. Parsons at 619 State Street, Watertown, N. Y. The company will make a specialty of charging, repairing and selling storage batteries and magnetos as well as carrying a complete line of electrical accessories and novelties. The company is in the market for battery-charging equipment and would like to obtain agencies for battery and magneto manufacturing companies.

The Electrical Home Needs Company of Cleveland, Ohio, is a new retail electrical appliance business recently formed by Lawrence P. Kearns, Raymond G. Latom, B. D. Zieve, F. P. Chapin and A. Kline.



The American invasion of Mexico, or "The Race Problem of California" as exemplified by C. B. Hawley of the Intermountain Electric Company of Salt Lake City and F. S. Mills, western manager of the X-Ray Reflector Company, watching the ponies at Tia Juana, just across the line.



New Merchandise To Sell

(Continued from third page preceding.)

Insulator for Radio Use

Electrical Merchandising, April, 1923

Type 260 is a new insulator brought out by the General Radio Company of Massachusetts Avenue and Windsor Street, Cambridge 39, Mass. The insulator comes complete with mounting screws and nuts. It is useful for mounting wires in connection with radio sets, either for transmitting or receiving purposes and can also be used for mounting the instruments themselves in the transmitting set.

Precision Bearings

Electrical Merchandising, April, 1923

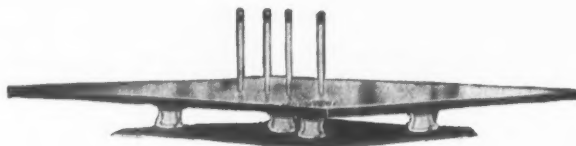
The Norma Company of America, Anable Avenue, Long Island City, N. Y., manufacturer of roller bearings, ball and thrust bearings, in acquiring all American rights and business of the Hoffman Manufacturing Company, Ltd., is also extending its own line of high-precision bearings, and giving attention to anti-friction bearing problems involving greater power and load.

In its fundamentals of design, according to the manufacturer, the Hoff-

man roller bearing reveals no radical departure from established practice and from other standard types. The short roller and retainer are designed to eliminate the troubles experienced with types of roller bearings using taper rollers or long rollers of small diameter.

In addition to the standard Hoffman roller bearing, which is a rigidly mounted type, the same general construction is followed in the Hoffman self-aligning roller bearing.

These bearings, in both standard and self-aligning types, will be manufactured in this country by the Norma Company of America.

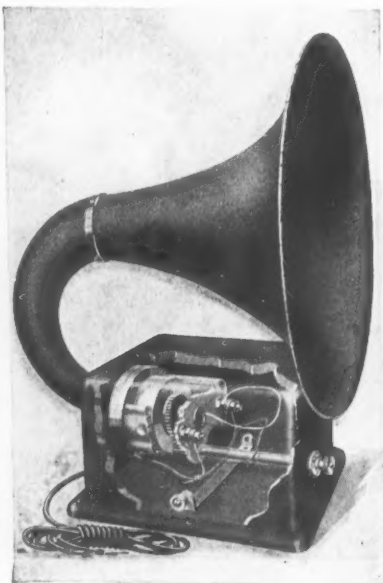


"Mystery" Window Display Feature

Electrical Merchandising, April, 1923

The Merchant's Window Advertising Company, Seventh Floor, Cambridge Building, Chicago, Ill., is offering the trade a new window display fixture. It is called "The Machine of a Thousand Mysteries" and has a top of plate glass 22 in. in diameter on which the

tricks or mysteries are performed. The shipping weight of this fixture is 70 lb. Instructions for operating almost any toy or any one or more of numerous different articles, go with each machine. When the device is in operation, it causes the articles or toys to move about in a most mystifying manner. With this fixture are furnished fifteen features and toys which can be used separately or in various combinations, with pleasing and surprising effects.

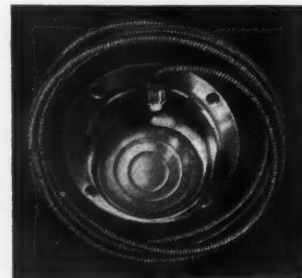


Loud Speaker

Electrical Merchandising, April, 1923

A new radio loud speaker, the "Dictogrand," is being put on the market by the Dictograph Products Corporation, 220 West Forty-Second Street, New York City. It is designed to operate on any vacuum tube receiving set using two stages of amplification, but good results are often obtained, it is reported, on sets using one stage of amplification, depending on the type of set used and its distance from the broadcasting station.

The "Dictogrand" is mounted on a mahogany-finished hardwood cabinet and requires no external batteries in order to secure results. The accompanying illustration shows that an adjusting dial in the front of the cabinet increases or decreases the air gap or distance between the pole shoes and a specially-made alloy diaphragm. The adjusting mechanism operates through a shaft, pinion and gear. Changing the air gap varies the pull of the magnet upon the diaphragm, thus enabling the loud speaker to be tuned up in harmony and resonance with the receiving set.



Indicator Light

Electrical Merchandising, April, 1923

To protect the motor-car from danger of overheating when the radiator indicator is not readily visible to after-dark drivers, a device has been brought out by the H. T. S. Indicator Company of Chester, Pa., that will be welcomed by the motorist.

The "Lite-A-Meter," as this new convenience is called, consists of a translucent dial and an illuminating attachment with a parking lens and necessary wire for attaching to the lighting system of the car. The dial of the Moto-meter is removed and the dial of the "Lite-A-Meter" substituted; the bulb-holder containing the parking lens is then put in place, transforming the Moto-meter into a visible night instrument as well as a day indicator of the motor's temperature.

Shade Holder Cover

Electrical Merchandising, April, 1923

A shade-holder cover for outlet boxes, consisting of a brushed brass "Uno" shadeholder, mounted on a raised cover, has just been marketed by the Sprague Electric Works, 527 West Thirty-Fourth Street, New York City. The device is made specially for Spraguelet bodies, 4 in. round and octagonal outlet boxes, and 4 1/4-in. square outlet boxes.

As there are no screws to vibrate loose, the device provides great security, and the raised cover allows room for the fingers between the ceiling and shade for the purpose of removing the shade.

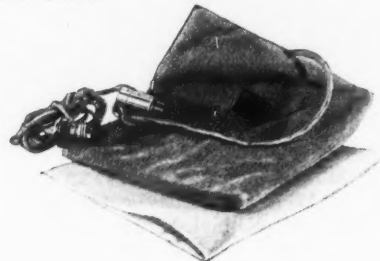


Electric Heating Pad

Electrical Merchandising, April, 1923

Aches and pains should quickly vanish, in the language of the old-fashioned almanac, with the use of the new "Hot-point" heating pad, recently developed by the Edison Electric Appliance Company, 4600 West Taylor Street, Chicago.

The heating pad is made of soft, flexible cloth and can be obtained in two sizes, 9 in. by 11 in. and 12 in. by 15 in. The manufacturer claims for the pad that it will heat in a few minutes, is equipped with thermostatic control to prevent overheating, and that it will operate from any 95 to 125 volt electric outlet.



What's new on the market? These pages will tell you. ➡

Phonograph Loud Speaker Attachment for Radio

Electrical Merchandising, April, 1923

To instantly convert the phonograph into a radio phone loud speaker is the purpose of the "DeVeau" attachment recently developed by Stanley & Patter-



son, Inc., West and Hubert Streets, New York City.

This phonograph attachment can be used on any standard phonograph without injuring the machine in any way.

Radio Wave-Change Switch

Electrical Merchandising, April, 1923

A new contribution to radio convenience, in the form of a small switch, recently brought out by the Radio Corporation of America, Woolworth Building, New York City, when used in connection with radio-frequency transformers, will make the process of changing from one wave-length range to another an extremely simple matter.

Variometer

Electrical Merchandising, April, 1923

The "Telos" variometer, manufactured by Danziger-Jones, Inc., of 143 Prince Street, New York City, embodies a new principle in design of the rotary variable inductance. This principle consists in having the rotor and stator each built up of a series of parallel equal

coils which interleave somewhat in the manner of a variable condenser. The coil units of the rotor and stator are similar and of equal inductance. They are of the double D or Rendahl type, and have inductance values of 19 microhenrys each. Magnetic fields of high intensity, such as occur in other types of high inductance variometers are easily avoided, it is declared, by the use of many such units suitably spaced.

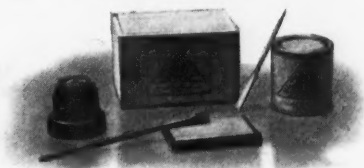
Etching Outfit

Electrical Merchandising, April, 1923

In this era of hold-up men and petty robberies even electric light bulbs are not theft-proof. To reduce the hazard of loss of light bulbs by theft, the Union Electric Company of 933-935 Liberty Avenue, Pittsburgh, Pa., has put on the market an outfit for etching ownership marks on lamps and other glass articles, round, flat or irregular in shape.

The stamp, which is made up special in each case to carry the user's name or any legend desired, is mounted on a flexible cushion to permit it to conform to the contour of the glass article to be etched. The outfit will be found of great use in marking lamps placed in factories, office buildings, theatres, hospitals, railroad properties and other private and public places where electric light bulbs are used.

The operation performed by this outfit is the same as that of any rubber stamp device, with the exception that a special ink and a metallic ink pad and brush are substituted for the usual stamp pad. The ink is of such composition that it effectively etches letters and designs into glass surfaces, yet it is declared to have no harmful or acid effect on hands or clothing.

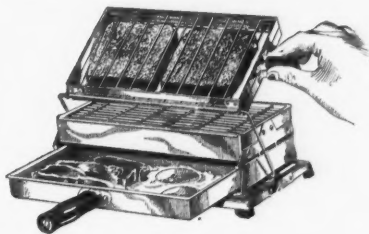


Portable Sand Riddle

Electrical Merchandising, April, 1923

There is more or less sand riddling to be done on every building job. A new portable device for sifting sand has been developed by the Maroa Manufacturing Company of Maroa, Ill. It weighs 60 lb. and is equipped with a $\frac{1}{2}$ hp. motor.

The motor and moving parts are at the top of the machine and out of the way. The bearing parts are made of case-hardened steel and bronze. The wood-rim riddle furnished is of standard size, but various size meshes can be obtained for the different work. Gravel or stone can also be screened. A turn of the wrist will remove the riddle for emptying purposes.



Combination Toaster and Grill

Electrical Merchandising, April, 1923

An electric kitchen that can be put out of sight at a moment's notice is contained in the new "Sunbeam" appliance manufactured by the Chicago Flexible Shaft Company, 5560 Roosevelt Road, Chicago.

This combination toaster and grill will cook a whole meal. It toasts or broils, fries eggs or chops, and the top of the device can be used, in stove-fashion, for boiling and stewing purposes.



Radio Plug

Electrical Merchandising, April, 1923

Another addition to the Pacent line of radio devices is the No. 40 Universal plug made by the Pacent Electric Company of 22 Park Place, New York City.

No tools are required to attach the cord tip to the plug connectors. It is necessary simply to insert the tip in the hole provided in the spring connector and then move the connector slightly so that the cord tip can be slipped into the slot provided for it in the shell of the plug. This holds the clip in a state of tension so that it bites right into the cord tip.



Radio Headset

Electrical Merchandising, April, 1923

Included in the list of radio accessories recently put on the market is the "Dependable" headset manufactured by the Trimm Radio Manufacturing Company, Dept. 39, 24-30 South Clinton Street, Chicago.

The device is of standard bi-polar construction. The coils are wound with No. 40 enameled wire to total resistance of 2,400 ohms. Each coil has 4,600 turns of wire making total of 18,400 turns in the headset. The case is aluminum and there are five ft. of tin-lead conductor cord with solid tips accompanying the headset.

Three-in-One Bell

Electrical Merchandising, April, 1923

Two distinct rings and a buzzer are contained in the new bell manufactured by the Triplex 3 in 1 Bell Company of Brooklyn, N. Y., nationally distributed by A. Bruns & Sons, of 50 Ralph Avenue, Brooklyn, N. Y. This bell was built to save time, labor and expense in installing three bells. This one bell has three notes—a clear, rich tone, a dull cow-bell tone, and a loud buzzer.

Combined Lamp and Smoking Outfit

Electrical Merchandising, April, 1923

Convenience and comfort for the man who enjoys a smoke are symbolized in the new smoker's lamp offered by the K. F. Lees Company, New Haven, Conn.

This portable unit makes a good reading lamp. It can be placed exactly where it is needed and provides at the same time an ash receiver, match holder and cigar-rest. The clamp feature allows the lamp to be securely fastened to the edge of a table, arm chair, desk or any such object or it will stand wherever wanted.

The outfit is made of solid brass throughout with the heavy drawn brass bowl and shade finished to match. The lamp is fitted with a push-button socket, 8 ft. of silk cord and separable plug. The clamp is felt-lined so that it will not mar the finest furniture. The lamp may be had in finishes of statuary bronze, mahogany, verde green and old ivory.



File these items on 3x5 in. cards every month, to keep your stock index up to date.

The Permanent Radio Fair, Inc., New York City, and the National Exhibitors, Inc., Atlantic City, N. J., have combined their exhibits in radio so that radio manufacturers may now have an exhibit of radio products at the seashore resort in the Boardwalk display space of the National Exhibitors. The latter's exhibit room includes 7,000 sq. ft. of space and two store rooms on the Boardwalk, beside the concert hall seating 500 people. It is planned to promote radio nationally by having the Atlantic City exhibit reach radio fans who visit Atlantic City from all parts of the United States, while the centralized New York exhibit at the Hotel Imperial, Broadway at Thirty-first Street, will take care of jobbers and dealers, according to S. H. Mapes, manager of the Permanent Radio Fair.

The Lehigh Valley Electrical Show will be held in the Manhattan Auditorium, Allentown, Pa., April 3 to 7.

William H. Welch has been appointed sales manager of the supply department of the Hartford Electric Supply Company, 234 Pearl St., Hartford, Conn. Mr. Welch was formerly manager of the Hartford office of the Electric Supply & Equipment Company.

Harvey Hubbell, Inc., has opened a Boston sales office at Room 413, Weld Building, 176 Federal Street, Boston. Samples of the complete line of wiring devices will be on display at this office. No warehouse will be maintained in Boston, but orders will be shipped from the Hubbell factory at Bridgeport or from the stocks of distributors. The Boston office will be in charge of R. M. McCormick.

The American Electrical Supply Company, has moved into its new building at 117-123 South Morgan Street, Chicago. This building, which was constructed especially for the needs of the American Electrical Supply Company, is so constructed and arranged that maximum efficiency in the operation of its business is assured. C. E. Browne is president of the American Electrical Supply Company, E. H. Ames is vice president, A. F. Hearl is secretary and treasurer, and C. G. Yundt is assistant secretary.

B. Olney Hough, for many years editor of the *American Exporter*, has relinquished that position to establish himself as export counsellor, consultant and adviser to banks, exporters, and manufacturers, with an office at 17 Battery Place, New York City. Mr. Hough is well known in foreign trade circles through his several books on exporting, particularly his "Practical Exporting" which is a standard reference and text book among bankers and exporters.

The Ohio Chandelier Company of Columbus, Ohio, has been organized to distribute at wholesale and retail, electrical and gas fixtures and supplies. The incorporators are George Clark, F. D. Schull, John R. Rothery, C. B. Crans-ton and W. T. Joseph.

The Robbins & Myers Company, of Springfield, Ohio, manufacturer of electric motors, generators and fans, announces the appointment of H. H. Beck as advertising manager. Mr. Beck was formerly associated with Erwin, Wasey & Company of Chicago, advertising agents.

The American Home and City Beautiful Exposition will be held on the Million Dollar Pier at Atlantic City, N. J., from June 16 to Sept. 8, of this year. This Exposition is a twelve week exhibit of innovations and inventions to boost American industry and the Home and City Beautiful movements, according to A. C. Eckholm, general manager of the American Home and City Beautiful Association. At the exhibit it is planned to have a complete "Home Electrical" and also to feature exhibits of electrical merchandise, equipment and specialties.



The gentleman who is enjoying himself in this picture is Paul D. Howse, president of the Electrical Products Corporation of Los Angeles, largest manufacturers of electrical signs in the Southwest. The ladies reading from left to right, are Fritzie Ferne, movie picture actress of Hollywood, and Miss Isabel Thompson of the Los Angeles office of the Pacific States Electric Company. The occasion is the recent annual picnic of the Los Angeles Electric Club, over which Paul presided as chairman of the reception committee. It looks as though a good time were being had by all.

James E. Wilson, formerly secretary of the Massachusetts State Association of Electrical Contractors and Dealers, has become manager of the Allston Electric Shop, with headquarters at 165 Brighton Avenue, Allston, Mass., in which concern he has acquired an interest. Mr. Wilson is widely known in New England electrical circles and for some years prior to his secretarial work was in the jobbing field.

The Trinidad Gas & Electric Supply Company of Trinidad, Colo., has opened a branch store in Raton, N. Mex., to be known as the Raton Electric Supply Company, of 211 Park Avenue, of which R. T. Dickey is manager.

The Boudoir Specialty Company, Inc., of Chicago, announces its removal to new and larger quarters at 65 East Twenty-second Street.

The Connecticut Telephone & Electric Company of Meriden, Conn., manufacturer of radio apparatus, telephones, molded insulation and ignition for automobiles, is planning to erect a new factory building which will be devoted to the general expansion of the company's business.

The Inland Glass Company is the name of a new organization engaged in the manufacture of illuminating glassware, with headquarters at 6101 West Sixty-fifth Street, Chicago. The Company has a capital stock of \$750,000 and its annual production capacity is set at \$2,500,000. Ground was broken for the new factory plant on October 1, just four and a half months before the complete opening of the manufacturing plant. J. B. Weaver, president of the company, was formerly vice president in charge of production for the Pullman Car Company. Noble B. Judah is vice president, H. P. Withers, secretary-treasurer, Fred W. Stewart, factory manager and Ernest Fogel is superintendent in charge of glass-making. Both Mr. Stewart and Mr. Fogel were formerly connected with the Phoenix Glass Company. The new company will manufacture a complete line of illuminating glassware for domestic, store, office, factory and street lighting purposes.

C. P. Quick, formerly Portland manager of the Gainaday Electric Company, has opened an office with agency for the State of Maine for the electric "Sweeper-Vac," manufactured by the Pneuvac Company, Worcester, Mass. The new representation will be under the name of the C. M. Quick Electric Company, with headquarters at 548½ Congress Street, Portland, Me.

Hammond (Ind.) Dealers Review Results of Co-operation

The Hammond (Ind.) Electrical Dealers' Association has elected officers for 1923 as follows:

President, A. E. Oltz, General Engineering & Sales Company; secretary-treasurer, S. Jinks, Northern Indiana Gas & Electric Company; chairman, membership committee, L. P. Halligan, Electrical Contracting & Supply Company; chairman, contact committee, L. J. Granger, Tri-City Electric Service Company; chairman, auditing committee, A. C. Oltz, General Engineering & Sales Company.

It was this association which in the Fall sponsored Hammond's first Electric Home, when in the space of two weeks, from a population of around 45,000 in Hammond proper, over 10,000 people were induced to visit the Home.

The results accomplished in 1922 (the first year of the association's existence) were considered highly satisfactory and plans were eagerly discussed for tying in the association's activities with a view to solidifying the efforts being made for the civic betterment of Hammond.